

# Win The Adwords Game

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I'm an affiliate manager for GenericGiftsaffiliate program. First of all, let me thank for you downloading this book and answer one question you might be asking yourself right now. What does being an affiliate manager and using Google AdWords have in common? Well, it is really simple. I needed a way to test new creatives and sales pitches before I gave them to my best affiliates. After considering multiple options, I came to a conclusion that the fastest and the most practical way to do this would be to use pay-per-click engines. Furthermore, of all PPC engines out there, I picked Google AdWords for my tests. Here are 4 reasons why: You can add/modify your listings almost in real-time (just a few minute delay). With other engines, you have to wait 3 to 5 business days to have your listings approved. You can run multiple ads for a single keyword at the same time. The ads' positions are determined by a maximum CPC and CTR, not just by the maximum CPC alone. Google with its partners can provide an enormous amount of traffic quickly for any category imaginable. For the reason #1, I would like to point out that you do appear on the Google SERPs sponsored links right away, but you still need to wait a few days to appear on its partners' sites. Tags: revenue

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