

## **Exhibit J – 2**

1 Q -- you don't need to transcribe that.  
 2 Actually, going back to the e-mail list, do you  
 3 know why you would have cc'd sergei@google and larry@google  
 4 on this one?  
 5 A Maybe just at a blanket attempt to -- you know, for  
 6 them to know that we were serious about deleting the  
 7 campaign, you know. I don't know that anybody asked us to  
 8 copy those. It's possible that somebody said, you know, send  
 9 an e-mail to the founders, but I doubt that that happened.  
 10 Q Is it a reflection of how seriously you took this  
 11 matter?  
 12 A That could be stated, yes.  
 13 Q Okay. In this e-mail that you just read, the  
 14 paragraph you just read I should state, you refer to contact  
 15 from American Blind's legal department "regarding the  
 16 campaign Google created for me a few weeks back."  
 17 Okay. And the date of this e-mail is February  
 18 25th, 2004?  
 19 A Right.  
 20 Q So do you know, are we referring to the same  
 21 campaign throughout now?  
 22 A 2004, the campaign that we're referring to? Yes.  
 23 Q February 2004?  
 24 A I would -- I'd be comfortable saying that, yes.  
 25 Q Okay. Just because we have some date issues, I

1 A No.  
 2 Q Did you ever have an e-mail with anyone?  
 3 A No, not that I recall.  
 4 Q Let's see. And then if you look to the e-mail down  
 5 below from Kristina C. at Google, the subject line is "Your  
 6 AdWords optimization is ready"?  
 7 A Correct.  
 8 Q Okay. In this, she states: Based on your  
 9 advertising goals, I've created an optimization proposal for  
 10 your Campaign #4. Again, I'm trying to tie this up.  
 11 Do you believe that this is all the same --  
 12 A I do.  
 13 Q -- ad campaign?  
 14 A Yes.  
 15 Q Okay. And then it includes the proposal, and it  
 16 says: You will find an explanation of our optimization  
 17 suggestions in your account.  
 18 Is that explanation provided in what I had given to  
 19 you as Exhibit 3, that big, long exhibit?  
 20 MR. SILVERBERG: It's this one.  
 21 THE WITNESS: Yeah. Yes.  
 22 Q (By Ms. Plater) Okay. Do you know if you made any  
 23 changes to their proposal or was applied to SelectBlinds'  
 24 account?  
 25 A I don't know that we did. This is -- you know,

1 want to make sure --  
 2 A Okay.  
 3 Q -- we're all on the same page. Okay. As you note  
 4 in it, you deleted this campaign. You go on to state, quote,  
 5 however there is something more we need to talk about with  
 6 Google's legal department.  
 7 What is the "something more" that you're referring  
 8 to?  
 9 A "Something more," I think, was probably just a --  
 10 again, the seriousness of the nature of that -- at any cost,  
 11 we wanted to -- you know, I think probably at that time we  
 12 were new to Google, didn't know the system that well at that  
 13 time and probably didn't quite know how the negative  
 14 campaigns worked and everything.  
 15 So we just wanted to make sure that we were using  
 16 all of our abilities to make sure that those words were  
 17 negated out. And I think that was -- the reference to the  
 18 seriousness of the issue was that if there was something else  
 19 we needed to do, we needed to do it.  
 20 Q Do you think that Google providing other -- your  
 21 competitors' trademarks as keyword suggestions was a serious  
 22 matter?  
 23 A Based on my e-mail, yes.  
 24 Q Did you ever talk to anyone at Google from their  
 25 legal department regarding that statement?

1 this is showing preapproval status, and it's not showing  
 2 declined or approved. So this is only their suggestions.  
 3 Q Given the timing of the cease-and-desist letter  
 4 from Susan Greenspon on February 12th, would you agree that  
 5 the American Blind's optimization campaign was approved --  
 6 MR. PAGE: Calls for --  
 7 Q (By Ms. Plater) -- from that?  
 8 MR. PAGE: Argumentative. Calls for speculation.  
 9 THE WITNESS: I would not agree with that, no,  
 10 because Google has so many broad matches and keywords that I  
 11 can't tell you whether I approved that or declined it.  
 12 It's -- those words could have very well been  
 13 showing up underneath broad matches is the right answer.  
 14 Q (By Ms. Plater) That's fine. I'm just -- I'm just  
 15 wondering.  
 16 A Yeah.  
 17 (Whereupon, Exhibit No. 10 was marked.)  
 18 Q (By Ms. Plater) This is Exhibit 10. Would you take  
 19 a look at this e-mail I'm handing you? It's an e-mail that  
 20 was produced by Google in this litigation, Bates labeled GGLE  
 21 00017442. And I'm looking at the first e-mail -- I'm  
 22 sorry -- the last e-mail, the first one that appears on the  
 23 page, and that's from April Dana.  
 24 Do you know who that is? I don't know if I asked  
 25 you about her.

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1 A No. You did, but I don't know that name.  
 2 MS. PLATER: I'm getting confused between the Dana  
 3 K. --  
 4 MR. PAGE: Yeah. Yeah.  
 5 MS. PLATER: -- and the April Dana. I don't know  
 6 if they're different people, actually. Are they?  
 7 MR. PAGE: Off the record.  
 8 (Whereupon, there was a discussion off the record,  
 9 and the following was had:)  
 10 MS. PLATER: Back on the record.  
 11 Q (By Ms. Plater) All right. The date of this is  
 12 February 26, 2004. So that is following your February 25th  
 13 e-mail that was Exhibit 9. And in this e-mail, Ms. Dana  
 14 states: I also want to address any concerns you may have  
 15 about the use of the trademarks -- trademark terms involving  
 16 American Blinds. Please feel free to send your questions to  
 17 me via e-mail or call me so I can gather them and talk with  
 18 our trademark team directly.  
 19 Do you see that in the e-mail?  
 20 A I do.  
 21 Q Okay. Did she ever address -- I should say did you  
 22 ever send her --  
 23 A I did send them.  
 24 Q -- your questions?  
 25 A Well, I think, no. You know, what I sent her was

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1 this e-mail --  
 2 Q Yeah.  
 3 A -- dated February 24th.  
 4 Q Yeah. And then --  
 5 A Her response back on the 26th. I think by that  
 6 time we had -- I believe had all of the negatives out in  
 7 accordance with the cease and desist from American Blind.  
 8 So I don't know that there was -- I think all the  
 9 glitches were worked out at that point, so there was no need  
 10 to talk.  
 11 Q You didn't have any more broad-based questions  
 12 about the trademark policy that you wanted to discuss?  
 13 A No.  
 14 Q Okay.  
 15 MS. PLATER: I think we're on the one that was  
 16 supposed to be marked. Let me make sure. Hold on. Here we  
 17 are. Never mind. I'm going to have this be a group exhibit,  
 18 because they kind of go together. I think this is 11.  
 19 (Whereupon, Exhibit No. 11 was marked.)  
 20 Q (By Ms. Plater) Have you had a chance to look at  
 21 those documents?  
 22 A I know these documents, yes.  
 23 Q Okay. Are these complete versions of the documents  
 24 that you have produced to us?  
 25 A Yes.

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1 Q Do you know who Kerry C. is?  
 2 A You know, a former rep.  
 3 Q When you say "former," meaning you don't work with  
 4 her anymore?  
 5 A No. I don't know if it was a him or her.  
 6 Q Oh. That's true. I made the assumption --  
 7 A Yeah.  
 8 Q -- based on my name. And then Joann B. -- do you  
 9 know who that is?  
 10 A Yeah. You know, Joann B. was, I think, our --  
 11 maybe our most recent rep before our current rep.  
 12 Q Who's your current rep?  
 13 A We need to strike that. Probably three reps ago.  
 14 Q Okay.  
 15 A It was Bobby Baker. But I don't know the  
 16 gentleman's name we just got assigned to.  
 17 Q Okay. Let's see. This e-mail is dated -- from  
 18 Kerry C. to you is dated September 13th, 2005. In the  
 19 subject line is "Your AdWords Optimization."  
 20 And if you look down, go down to No. 4 of her  
 21 e-mail --  
 22 A I see it.  
 23 Q -- can you read that?  
 24 A "'Wallpaper' - you currently have american blinds &  
 25 wallpaper keywords, but have 'wallpaper' as a campaign

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1 negative. Would you like your ads to show on 'american  
 2 blinds & wallpaper'?"  
 3 Q Okay. Now I'm just going to break that statement  
 4 down so you can explain to me some of the things that are set  
 5 forth. "You currently have american blinds & wallpaper  
 6 keywords" -- what does that mean?  
 7 A I think they are referring to we had a campaign at  
 8 that time that had an Ad Group by the name of american  
 9 blinds. I believe it was a campaign we had saved, you know,  
 10 for future reference, that had been paused or deleted or --  
 11 you know, whatever the word was, but...  
 12 Q And is this a campaign that was created by Google?  
 13 A Yes.  
 14 Q Okay. Then it states: But have -- but you have  
 15 'wallpaper' as a campaign negative. What does that mean?  
 16 A That means that we want to delete that traffic.  
 17 You know, we had added it in our negative keywords  
 18 even as kind of a backup to make sure that "american blinds &  
 19 wallpaper" did not show for our ads.  
 20 Q Okay. And then she asks you: Would you like your  
 21 ads to show on 'american blinds & wallpaper'?  
 22 So can you tell me what she is asking you -- oh,  
 23 God. Forget that. I just like stumbled on my own words.  
 24 So you, apparently, had the "american blind &  
 25 wallpaper" as a negative. Is she asking you if you want to

1 take the negative off?  
 2 MR. PAGE: Objection. Misstates his prior  
 3 testimony. Calls for speculation.  
 4 Q (By Ms. Plater) You can answer.  
 5 A Yeah, she's asking me if I want to delete --  
 6 Q Okay.  
 7 A You know, take the "wallpaper" off.  
 8 Q Then let's go to the next set of documents, which  
 9 is Bates labeled GGLE 0020436. It's still part of the same  
 10 exhibit, No. 11. And that's an e-mail from you, back to  
 11 Kerry C. at Google, dated Thursday, September 15, 2005.  
 12 And in it, you state: Here are your answers.  
 13 And is it fair to say you've, basically, taken her  
 14 e-mail questions --  
 15 A Yes.  
 16 Q -- and answered them one by one in the different  
 17 font?  
 18 A Yes.  
 19 Q Okay. So if you go to No. 4, again, can you read  
 20 what you had stated?  
 21 A "We added wallpaper to delete this traffic. Please  
 22 delete the ABW keywords altogether."  
 23 Q Okay. So that is consistent with --  
 24 A American blinds & wallpaper.  
 25 Q -- what you were telling me before.

1 (Whereupon, a break was taken, and the following  
 2 was had:)  
 3 MR. PAGE: Are you done, Carrie?  
 4 MS. PLATER: Yes. I'm sorry. Are you waiting for  
 5 me?  
 6 MR. PAGE: Yes. I was just waiting to see if you  
 7 were done.  
 8 MS. PLATER: I'm sorry. Go ahead.  
 9 MR. PAGE: All right. It's my turn.  
 10  
 11 EXAMINATION  
 12 BY MR. PAGE:  
 13 Q As you may know, my name's Michael Page. I  
 14 represent Google in this matter. I've got some questions for  
 15 you as well. I'll try not to replot the same ground too  
 16 much, but there may be some overlap.  
 17 If you want to take a break at any time, let me  
 18 know.  
 19 MR. PAGE: First, for the record, I need to repeat  
 20 Google's objections to the taking of this deposition based on  
 21 the discovery cutoff having come and gone in this case.  
 22 It's our position that the court has,  
 23 basically, denied leave to take this deposition and that it  
 24 is not permitted, and we object to its use.  
 25 That being said, since it's being taken, we're

1 Now September 2005 is the last date for which I  
 2 have any e-mails between you and Google, and that's the only  
 3 date regarding American Blind.  
 4 A Okay.  
 5 Q And that's the only date that you've produced to  
 6 us.  
 7 A Okay.  
 8 Q Has anyone since that -- since September 2005,  
 9 anyone from Google in any way suggested that you include any  
 10 of American Blind's marks in any ad campaigns?  
 11 A No.  
 12 Q Since September 2005, have you used the Keyword  
 13 Tool?  
 14 A I don't recall. I mean, we've done a lot with our  
 15 reps, so I don't know that we have.  
 16 Q Okay. Now I think --  
 17 MR. PAGE: Do you want to go back and mark this?  
 18 MS. PLATER: I've somehow skipped over that.  
 19 MR. PAGE: Yeah.  
 20 MS. PLATER: I'm not sure exactly why. I think  
 21 you're probably going to get it, but let me just check and  
 22 see. I'm at the end now, so I'm going to find out where I've  
 23 skipped over that. Okay. That should be it.  
 24 THE WITNESS: Can we take a break?  
 25 MS. PLATER: Sure.

1 here.  
 2 Q (By Mr. Page) If you could take a look -- oh.  
 3 First, when was the first time you were contacted  
 4 by anyone representing American Blind & Wallpaper Factory  
 5 concerning this deposition?  
 6 A Three or four weeks ago we came about this date.  
 7 Q Okay. And what was the first contact you -- you  
 8 had with anyone representing American Blind concerning this  
 9 deposition?  
 10 A Oh. Concerning the deposition?  
 11 Q Yes.  
 12 A Again, I don't know the exact date. Probably three  
 13 weeks ago.  
 14 Q Well, what was that contact?  
 15 A Oh. What was the contact? Who was the contact, or  
 16 what was it about? Just --  
 17 Q Both.  
 18 A Both? The contact, I believe, came from --  
 19 THE WITNESS: Did it come from you?  
 20 MS. PLATER: It came from Susan Greenspon.  
 21 THE WITNESS: It came from Susan. And that  
 22 conversation was just that we don't -- we want to do this the  
 23 amicable way, so we're going to have to depose you guys or  
 24 give you a -- I guess "depose" is the right word, and what's  
 25 your dates look like over the next several weeks.

1 And I knew what it was regarding, because, you  
2 know, I've read the news and so that was how it came about.

3 Q (By Mr. Page) So Ms. Greenspon called you?

4 A She did.

5 Q In that conversation, did she discuss with you at  
6 all the substance of the deposition?

7 A I think she did tell me, yes, it was regarding  
8 Google via American Blinds. And it was with regard to  
9 previous communications we had had.

10 Q As best you can recall, can you just tell me  
11 everything you remember about that conversation?

12 A I think it was, you know, maybe a sixty-second  
13 conversation, where it was more of us talking about dates  
14 than anything. She wanted to make it convenient for me. And  
15 as opposed to sending me a date via the mail and being  
16 surprised, let's work with the schedules.

17 I think there were assumptions on both sides, you  
18 know, that I knew and that she, you know, knew that I knew.  
19 And very, you know, just kind of a nonchalant conversation.

20 Q Okay. And as best you recall, that was three or  
21 four weeks ago?

22 A Yes.

23 Q Okay. Prior to that, had you had any  
24 communications with anyone connected with American Blind  
25 concerning the possibility of your testifying in this matter?

1 Greenspon?

2 A I do.

3 Q Okay. In this e-mail, she says: As we discussed,  
4 you agreed that you block our trademarks as negative keywords  
5 and I agreed that I will also request the same of American  
6 Blind and Wallpaper Factory and advise you as soon as I have  
7 a response to same, period.

8 At the time you received this e-mail, do you know,  
9 was American Blind & Wallpaper Factory keying their own  
10 advertisements off your trade name, off of the SelectBlinds'  
11 name?

12 A They were.

13 Q Did you discuss that issue with Ms. Greenspon?

14 A I did, yes.

15 Q And what was her position as to whether they were  
16 entitled to do so?

17 A That we would both, you know, negative keyword  
18 marks that would affect our companies' trademarks.

19 Q And at the time you received this e-mail, American  
20 Blind was not negative keywording your -- the SelectBlinds'  
21 mark; is that correct?

22 A That's correct.

23 Q Okay. Did you express any opinion to Ms. Greenspon  
24 as to the propriety of that practice?

25 A I did. I was pretty heated in one of the e-mails,

1 A No.

2 Q At any time has anyone from American Blind asked  
3 you whether you would be available to testify at trial?

4 A No.

5 Q Would you be willing to testify at a trial in this  
6 matter in San Jose?

7 A In San Jose? Date depending, sure.

8 Q Are you busy next April?

9 A My schedule doesn't go out that far right now.

10 Q Okay.

11 A Let's put it this way: If I get a letter in the  
12 mail, I might not have much of a choice, so, yeah.

13 Q Okay. But you've had no conversations with  
14 anyone --

15 A No.

16 Q -- concerning that? Let me show you what was  
17 almost marked, but not marked. It is now going to get marked  
18 as Steele Exhibit 12.

19 (Whereupon, Exhibit No. 12 was marked.)

20 Q (By Mr. Page) We've marked as Exhibit 12 a multipage  
21 document, Bates numbered ABWF 000665 through 671, which is a  
22 continuation of the e-mail string we saw earlier.

23 It adds an e-mail from Susan Greenspon to you,  
24 February 12th, 2004, at 12:45 p.m.

25 Do you recall receiving this e-mail from Ms.

1 I believe. You know -- you know, at least, in our  
2 correspondence that, you know, I thought it was kind of  
3 comical that I was getting a cease and desist, when that very  
4 day I could pull up, you know, my ads -- I mean, linking to  
5 their company, so...

6 Q When you -- in your discussions with Ms. Greenspon,  
7 did she seem surprised that American Blind's ads were  
8 appearing?

9 A I don't remember. You know, I remember the nature  
10 of the call, but I don't remember like a lot of details about  
11 that.

12 Q Did she express any opinion to you or did she make  
13 any statement to you regarding whether American Blind thought  
14 it was entitled to key its advertisements off of  
15 SelectBlinds' searches?

16 A No. She didn't mention anything of that nature.

17 Q Did SelectBlinds and American Blind enter into any  
18 sort of settlement agreement or other written agreement as a  
19 result of this dispute?

20 A No.

21 Q Since February 2000 -- strike that.

22 Have you had any communications from anyone  
23 representing American Blind between or since the  
24 communications you had in February 2004, up until Ms.  
25 Greenspon contacted you about this deposition?

1 A I don't believe so.  
 2 Q Has there been any further dispute between you and  
 3 American -- SelectBlinds and American Blind concerning Google  
 4 advertisements?  
 5 A Again, I don't think there was, no.  
 6 Q Okay. Let me have you go look back at Exhibit 3,  
 7 which is the big stack --  
 8 A Okay.  
 9 Q -- of optimizations and e-mail stuff, and have you  
 10 flip back to Page GGL 6018, which is the Ad Group #1  
 11 modifications.  
 12 A Okay.  
 13 Q I just want to follow up on some questions that  
 14 were asked earlier. Is it your understanding that Ad Group  
 15 #1 was the Ad Group that was running prior to the  
 16 optimization campaign?  
 17 A Yes, I believe so.  
 18 Q Okay. And is it your understanding that the --  
 19 this section of this optimization campaign constitutes  
 20 Google's suggestions as to modifications that you -- to be  
 21 made to your existing campaign?  
 22 A Yes.  
 23 Q Okay. And one of those suggestions is that you  
 24 delete the broad keyword "american blind wallpaper" --  
 25 correct? -- the first item?

1 Xs in the beginning.  
 2 Q Okay. If you take a look at the earlier campaigns,  
 3 do you see the plus next to the heading for the entire  
 4 campaign?  
 5 A Oh. Yes, yes.  
 6 Q And isn't it correct that that means that the  
 7 suggestion is you add the entire campaign?  
 8 A Correct.  
 9 Q Where, conversely, in Ad Group #1, next to the  
 10 campaign, there's a delta that indicates it's modifying an  
 11 existing campaign, correct?  
 12 A Yes.  
 13 Q And the modifications that are suggested here are  
 14 deleting particular keywords and leaving others as they are?  
 15 A That's correct.  
 16 MR. PAGE: Okay. Let me mark this as Exhibit 13.  
 17 (Whereupon, Exhibit No. 13 was marked.)  
 18 Q (By Mr. Page) Exhibit 13 is a two-page document, GGL  
 19 002602 and -3. This is an e-mail to you from AdWords Support  
 20 on December 8th, 2003. Do you recall receiving this e-mail?  
 21 A I don't recall the e-mail.  
 22 Q Do you recall at any time Google blocking certain  
 23 of your keywords based on a trademark complaint received from  
 24 American Blind & Wallpaper?  
 25 A You know, I know -- I know that they disappeared,

1 A Yes.  
 2 Q And then further on, it suggests adding variance on  
 3 "american blinds wallpaper," correct?  
 4 A Yes.  
 5 Q So at the time you received this optimization  
 6 suggestion, you were already running your existing campaign  
 7 keyed on "american blind wallpaper" on a broad match,  
 8 correct?  
 9 A I believe. Again, you know, I couldn't say for  
 10 sure, you know. I don't know if we were talking about the  
 11 entire, it looks like, nine or ten pages of keywords that are  
 12 the recommendations or only the Xs, so...  
 13 Q Well, is it your understanding that -- that in  
 14 these optimization pages, a plus indicates a suggestion that  
 15 you add, an X is a suggestion that you delete --  
 16 A Yes.  
 17 Q -- and that delta is a suggestion that you modify?  
 18 A Yes.  
 19 Q Okay. And in some cases, you see the plus will be  
 20 for the entire campaign as opposed to an individual keyword?  
 21 A Correct.  
 22 Q And in other cases, you'll see, for instance, an  
 23 individual suggestion that you delete a particular keyword;  
 24 isn't that correct?  
 25 A Yeah. I don't see any pluses at all. I see only

1 and I don't know how they disappeared, if it were on this or  
 2 it came later in February. But I don't -- again, we're  
 3 talking about months apart, two months apart or three months  
 4 apart and I don't remember what actions caused that.  
 5 Q Okay. So you don't recall, at all, receiving this  
 6 notification from Google that --  
 7 A No.  
 8 Q -- the keywords "american blind and wallpaper  
 9 company" and the "american blind and wallpaper factory" were  
 10 disapproved?  
 11 A Yeah, I don't remember this e-mail at all.  
 12 Q Okay. Do you have any reason to believe that at  
 13 any time after December 8th, 2003, the keywords "american  
 14 blind and wallpaper company" or "american blind and wallpaper  
 15 factory" were ever active on your Google account?  
 16 A Repeat that again.  
 17 Q I was afraid you were going to say that.  
 18 A Yeah.  
 19 Q Do you have any reason to believe that at any time  
 20 after December 8th, 2003, the keywords "american blind and  
 21 wallpaper company" or "american blind and wallpaper factory"  
 22 were ever active on your Google account?  
 23 A I would say they were deleted based on this e-mail.  
 24 Q Okay. And do you have any reason to believe that  
 25 at any time after that those keywords were ever active?

1 A No, I don't think they were.  
 2 Q Does SelectBlinds manufacture any blinds itself?  
 3 A No.  
 4 Q Do you -- do you handle the shipping and delivery  
 5 of blinds?  
 6 A We do. Well, no. Well, directly, no. The  
 7 manufacturers we do business with do.  
 8 Q So your role is, essentially, selling, and then you  
 9 have the manufacturer create the blinds if necessary and ship  
 10 them?  
 11 A Correct.  
 12 Q At any time have you used any of what have been  
 13 referred to as the American Blind marks in the text of your  
 14 AdWords ads?  
 15 A Text or titles?  
 16 Q Well, let's take it in two different pieces.  
 17 A Okay. In text, no. In titles, very well possible  
 18 if there were still broad match terms out there that had -- I  
 19 forget what the terminology is, but when a keyword's typed  
 20 in, Google will automatically import that as a title if it's  
 21 in an Ad Group. And if you set the campaign up right, it  
 22 could be used.  
 23 Q So you're referring to the automatic insertion  
 24 feature?  
 25 A Correct.

1 A Oh, wow. Probably, no. It's probably something I  
 2 said and meant to do. And I couldn't find anything on my  
 3 computer, because I looked for it on the deposition paper,  
 4 so...  
 5 Q That was going to be my next question. I might as  
 6 well ask it. Have you done anything to determine whether you  
 7 have, in fact, screen shots and source saved?  
 8 A I have looked, and I don't have anything, so...  
 9 Q Okay. Do you know whether you -- do you know one  
 10 way or the other whether you ever did?  
 11 A No, I don't.  
 12 Q Okay. So you have no recollection as to whether  
 13 you, in fact, did what you told them that you --  
 14 A Correct.  
 15 Q -- had done? Okay. Have you ever reviewed  
 16 Google's terms of use?  
 17 A The big, long document that everybody clicks and  
 18 hits "Approve" on?  
 19 Q Yeah, that one.  
 20 A Yeah. Okay. I'm sure I have, yeah.  
 21 Q Okay. Are you aware of Google's policies as to who  
 22 bears responsibility for trademark infringement?  
 23 A Not aware of them, no.  
 24 Q Okay. Have you ever reviewed the indemnity  
 25 provisions in the Google terms of use?

1 Q And have you, from time to time, used automatic  
 2 insertion?  
 3 A We use automatic insertion in a lot of our  
 4 keywords, you know, in almost every Ad Group we have.  
 5 Q Do you know offhand if you've used automatic  
 6 insertion on keywords for any of what American Blind has  
 7 identified as American Blind marks?  
 8 A I don't think so.  
 9 Q Have you ever received a complaint from American  
 10 Blind that indicated that its trademarks were showing up in  
 11 the text or titles of your ads as opposed to as  
 12 keywords being used as keywords?  
 13 A No.  
 14 Q If you could also take a look at Exhibit 10, which  
 15 are -- yeah, 10 will work.  
 16 A Which is what document, again?  
 17 Q It's -- it's the e-mail to you from April Dana.  
 18 A Okay.  
 19 Q It's, actually, in another document as well, but I  
 20 want to ask you about your e-mail to Kristina and Dana where  
 21 you -- which we were discussing earlier, where it says:  
 22 However, we have copied the screen shots and source for the  
 23 future should we both need it.  
 24 Did you, in fact, copy screen shots and source and  
 25 save them?

1 A No.  
 2 Q If you look back at Exhibit 11 --  
 3 A I've got 11 here.  
 4 Q -- I just wanted to clarify what I think you said  
 5 earlier, but --  
 6 A Okay. I've got it.  
 7 Q -- Kerry C. had asked -- I'm sorry -- had asked you  
 8 about wallpaper in an American Blind & Wallpaper keyword  
 9 campaign.  
 10 A Uh-huh.  
 11 Q Did I understand you correctly that this was  
 12 referring to a campaign that was not active?  
 13 A I believe it was. Because prior to this, you know,  
 14 we had negative campaigned everything out. So I'm assuming  
 15 that was a paused campaign is what -- you know.  
 16 And the reason it was paused was maybe for future  
 17 reference we could show that, you know, so...  
 18 Q So what you're saying is instead of deleting it,  
 19 you simply paused it?  
 20 A That's correct. Yeah.  
 21 Q And do you know when you paused it? Was this back  
 22 in --  
 23 A It would have been back in February when we stopped  
 24 running Words, yeah.  
 25 Q Okay. Have you had any trademark disputes with any

1 other competitors of yours?  
 2 A We've sent out trademark disputes on our own  
 3 behalf. We've received trademark disputes against us as  
 4 well; mainly, for broad-match terms.  
 5 Q I see. Did any of those involve Google  
 6 advertisements?  
 7 A Yeah. I think every one of them's probably a  
 8 variation of Google and Yahoo.  
 9 Q Have any of those disputes resulted in litigation?  
 10 A No.  
 11 Q What is your practice in responding to trademark  
 12 complaints from competitors?  
 13 A A very kind of friendly approach, which revolves  
 14 around us asking our competitor to take our words down as  
 15 well. A lot of times they can't. You don't know they're out  
 16 there until you look at the broad-match phrases, so...  
 17 Q Do you typically comply with requests and negative  
 18 out other people's trademarks?  
 19 A Immediately, yeah.  
 20 Q Have you ever had a situation where a competitor  
 21 has refused to negative out your trademark?  
 22 A Yes.  
 23 Q Once? More than once?  
 24 A A couple of times, two or three times.  
 25 Q Who are those -- who are those competitors?

1 there were additional words from the competitor that we  
 2 didn't know about.  
 3 Q With regard to the two competitors you mentioned  
 4 who have refused to negative out your -- the SelectBlinds'  
 5 mark, do you negative out their marks?  
 6 A Yes.  
 7 Q With regard to those two competitors, have you  
 8 lodged a trademark complaint with Google concerning them?  
 9 A No.  
 10 Q Do either of those competitors use your -- use  
 11 "select blinds" in the text or titles of their  
 12 advertisements?  
 13 A I believe they show up underneath the text of the  
 14 titles, but maybe underneath the broad-match feature.  
 15 For Yahoo, I just think it slips through somebody's  
 16 hands, and they get away with physically listing that word.  
 17 So that is a little bit different submission process, so...  
 18 Q Prior to receiving the cease-and-desist letter from  
 19 Ms. Greenspon that was Exhibit 4, had you had any  
 20 communications with anyone either at American Blind or  
 21 representing American Blind on any subject?  
 22 A I don't think so, no.  
 23 MR. PAGE: I have no further questions at this  
 24 time.  
 25 MS. PLATER: I've got like three.

1 A Decorating Depot. I'd say Budget Blinds.  
 2 Q Have those two competitors refused to negative out  
 3 "select blinds"?  
 4 A Uh-huh.  
 5 Q Okay. Is there a reason why you haven't initiated  
 6 litigation against them? And let me --  
 7 A Yeah.  
 8 Q Before you answer, let me caution you not to  
 9 disclose the content of attorney/client communications.  
 10 A Yeah. Sure.  
 11 Q So if your lawyer has said here's why I think you  
 12 should do or not do this, I don't want to know that.  
 13 A Right.  
 14 Q But if you have an answer that's not privileged --  
 15 A Yeah. I would say the answer would be, you know,  
 16 no answer on it. We just -- we haven't done it. You know,  
 17 there's...  
 18 Q Do you -- do you negative out competitors'  
 19 trademarks that you're aware of without them asking you?  
 20 A Absolutely. Yeah.  
 21 Q So -- so is it true that the only situations in  
 22 which you're negating out the other people's trademarks in  
 23 response to a cease and desist are circumstances in which you  
 24 weren't previously aware of the competitor?  
 25 A That would be correct, yeah. Or aware that we --

1 THE WITNESS: Okay.  
 2 MS. PLATER: That's it.  
 3 MR. PAGE: Off the record.  
 4 (Whereupon, there was a discussion off the record,  
 5 and the following was had;)  
 6 MS. PLATER: Okay. Back on the record.  
 7  
 8 FURTHER EXAMINATION  
 9 BY MS. PLATER:  
 10 Q With regard to Exhibit 12, that's ABWF 00665 --  
 11 A Yes.  
 12 Q -- you'd been asked about the mutual negating of  
 13 each other's marks between yourself and American Blind,  
 14 correct?  
 15 A Yes.  
 16 Q And do you have any idea how American Blind came to  
 17 have "select blinds" as a keyword?  
 18 A I don't.  
 19 Q Is it possible that Google suggested it to American  
 20 Blind?  
 21 MR. SILVERBERG: I object. Assumes speculation.  
 22 THE WITNESS: Yeah. I don't know.  
 23 MR. PAGE: Object to the same.  
 24 THE WITNESS: I don't know.  
 25 Q (By Ms. Plater) All right. And now we're going back



1 to Exhibit 4, which was -- oh, no. Wait. Exhibit 4. No,  
 2 no, no. I'm sorry. Exhibit 13, that was GGL 2602. It's  
 3 probably the last one you received.  
 4 A Thirteen. Okay.  
 5 Q Okay. And that is the e-mail between yourself and  
 6 AdWords Support, where it indicates that the keywords  
 7 "american blind and wallpaper company" and "american blind  
 8 and wallpaper factory" were disapproved as trademark terms,  
 9 correct?  
 10 A Uh-huh.  
 11 Q Okay. If you go back and look at Exhibit 3, which  
 12 is the big -- this exhibit, Page 5983 --  
 13 A Okay.  
 14 Q -- do you see both of those keywords in this list?  
 15 A I do.  
 16 Q And this list was provided by Google as suggested,  
 17 right?  
 18 A Correct.  
 19 Q Okay. If given a choice, would you prefer that  
 20 Google not sell your trademark as a keyword to your  
 21 competitors?  
 22 MR. PAGE: Objection. Incomplete hypothetical.  
 23 THE WITNESS: If given a choice, yes, I would  
 24 prefer they not sell my trademark term.  
 25 MS. PLATER: That's all I have.

1 MS. PLATER: Off the record.  
 2 (Whereupon, the deposition concluded at 11:49 a.m.)  
 3  
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 24  
 25

1 MR. PAGE: That's it.  
 2 MS. PLATER: Okay.  
 3 THE WITNESS: Do you want to me sign anything or  
 4 just jump out of the building?  
 5 MS. PLATER: I think you need to review it. I  
 6 mean, you can choose whether or not -- do you want this on  
 7 the record?  
 8 MR. PAGE: Yeah, let me do this. Usually, it's  
 9 part of the introduction, but you will get an opportunity to  
 10 review the transcript.  
 11 THE WITNESS: Okay.  
 12 MR. PAGE: And I think the rule is that you have  
 13 thirty days, and you can -- the rule on transcript review is  
 14 you can change any answer you want in it --  
 15 THE WITNESS: Uh-huh.  
 16 MR. PAGE: -- but we -- whoever the questioning  
 17 attorney is has the right to comment on that change.  
 18 THE WITNESS: Okay.  
 19 MR. PAGE: So if your answer in the deposition is,  
 20 "I was never there," and you change it to, "She was still  
 21 alive when I left" --  
 22 MS. PLATER: It's going to come up.  
 23 MR. PAGE: -- that's something that somebody's  
 24 going to comment on in front of a jury.  
 25 THE WITNESS: Okay. Great.

Negative Keywords Currently in Your Campaign

- 1 a blinds and wallpaper
- 14 shades of gray
- 14 shades of grey
- 14 shades of grey lyrics
- antique lamp shades
- arch
- artistic window shades
- austrian shades
- auto shades
- auto sun shades
- auto vent shades
- bali
- bali blinds
- bali cellular shades
- bali roman shades
- bali vertical blinds
- bali window blinds
- bali window shades
- balli
- balloon shades
- bamboo
- bamboo shades
- beaded lamp shades
- black shades
- blinds cleaning
- blinds houston
- blinds hunter douglas
- blinds installation
- blinds parts
- blinds repair
- blinds uk
- blinds wallpaper
- blue shades
- boat blinds
- california sun shades
- candle shades
- car shades
- car sun shades
- car window shades
- chandelier lamp shades
- chandelier shades
- clean mini blinds
- clean venetian blinds
- cleaning blinds
- cleaning mini blinds
- color shades
- colorel blinds
- comfortex blinds
- conrad shades
- cool shades
- coupon

Add Following Negative Keywords

- 14 gray
- 14 grey
- apart
- assassin
- assassins
- automobile
- automobiles
- automotive
- boat
- boats
- car
- cars
- council
- councils
- crack
- cracks
- date
- date.com
- dates
- deaf
- deer
- dog
- dogs
- duck
- ducks
- faith
- foundation
- gardens
- guardian
- guardians
- guide
- guides
- hair color
- heritage
- hunting
- justice
- korn
- lamps
- legally
- life
- love
- lyric
- lyrics
- make
- making
- man
- marine
- mellon
- mellons
- melon
- melons

EXHIBIT 3  
 Justineno.com  
 Richard Steele  
 9/14/06

cp shades  
 curtain  
 curtains  
 curtains shades  
 custom lamp shades  
 custom shades  
 day night shades  
 deer blinds  
 del mar blinds  
 del mar shades  
 delmar blinds  
 discount lamp shades  
 discount shades  
 disney shades of green  
 douglas blinds  
 duck blinds  
 duette blinds  
 duette shades  
 eddie z blinds  
 eddie z's blinds  
 electric blinds  
 eye shades  
 fabric  
 final approach blinds  
 future's so bright i gotta wear shades  
 glass lamp shades  
 goose blinds  
 gotta wear shades  
 graber  
 graber blinds  
 graber shades  
 green shades  
 hardware  
 how to clean blinds  
 how to clean mini blinds  
 how to make lamp shades  
 how to make roman blinds  
 how to make roman shades  
 hunter blinds  
 hunting blinds  
 i gotta wear shades  
 install  
 install blinds  
 installation  
 just shades  
 kirsch  
 kirsch blinds  
 lamp  
 lamp shades  
 lamps and shades  
 lamps shades  
 lampshades

men  
 mice  
 mouse  
 phone  
 phones  
 pig  
 pigs  
 repair  
 repairs  
 school  
 schools  
 skateboard  
 skateboards  
 society  
 stained  
 third eye blind  
 uk  
 watchmaker  
 whiter shade of pale  
 willie mctell  
 win  
 winning  
 write  
 xp

levelor blinds  
levelor  
levelor blinds  
levelor  
levolor blinds  
lipstick shades  
m&b blinds  
mainely shades  
make lamp shades  
make roman blinds  
make roman shades  
making lamp shades  
making roman shades  
matchstick blinds  
matchstick shades  
mecco shades  
mecho shades  
memphis shades  
mica lamp shades  
mini lamp shades  
natural shades  
night shades  
nite shades  
noble blinds  
oakley shades  
outdoor  
outdoor shades  
paint shades  
pair of shades  
paper blinds  
paper lamp shades  
paper shades  
paper window shades  
patio shades  
pleated shades  
pleated window shades  
porch blinds  
porch shades  
prestige blinds  
redken shades  
redken shades eq  
replacement lamp shades  
replacement shades  
rice paper blinds  
rice paper shades  
rollup shades  
roman blinds  
roman shades  
roman shades how to  
roman window shades  
sew roman shades  
sewing roman shades

shades apart  
shades apart lyrics  
shades between glass  
shades com  
shades eq  
shades lyrics  
shades mountain  
shades mountain baptist  
shades mountain baptist church  
shades of  
shades of black  
shades of blue  
shades of brown  
shades of color  
shades of death  
shades of death road  
shades of gray  
shades of green  
shades of green disney  
shades of green disney world  
shades of green florida  
shades of green hotel  
shades of green military  
shades of green military resort  
shades of green orlando  
shades of green resort  
shades of grey  
shades of grey lyrics  
shades of hope  
shades of life  
shades of light  
shades of love  
shades of love lyrics  
shades of night  
shades of pink  
shades of purple  
shades of red  
shades of the past  
shades of white  
shades of yellow  
shades state park  
shades state park indiana  
shades valley  
shades valley high school  
shades window  
shutter  
shutters  
silhouette blinds  
silhouette shades  
silk lamp shades  
skylight blinds  
skylight shades

spin shades  
staind 14 shades  
staind 14 shades of gray  
staind 14 shades of grey  
staind 14 shades of grey lyrics  
ten shades of green  
the shades  
tiffany lamp shades  
tint  
tinting  
ultimate shades  
velux blinds  
venetian  
vent shades  
victorian lamp shades  
vista blinds  
wallpaper & blinds  
wallpaper and blinds  
wallpaper blinds  
wholesale lamp shades  
win blinds  
window blinds crack  
window blinds serial  
window blinds skins  
window blinds themes  
window blinds xp  
windows blinds crack  
windows blinds skins  
windows xp blinds  
xp blinds  
z blinds

Optimization Proposal

https://ads.google.com/ads/optimization/optimization/...



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14820 • 408-248-5040 • Track History • Edit customer  
Customer time zone: Mountain Time - Arizona (PDT -00:00)

Ronnie Castro (AdWords US) | Help | Sign out

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Open tool

- Ops Control Center
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- Select Customer | Alert Setup | Edit Internal User | Approval Bin | Risk Bin | Optimization Queue | Jumpstart | Traffic Estimator | Agreements | My Reports |
- Edit Adspam Blacklist

Campaign Summary > Campaign #4 > Optimization Proposal

### Optimization Proposal #6 - Campaign #4

See currently running campaign | Download optimization as spreadsheet (.csv)

We've created a customized proposal [2] to optimize your AdWords campaign.

- Click the 'Approve' radio button beside the changes you like. Click 'Decline' beside the changes you don't like.
- Click 'Optimize' when you're done and we will make the changes you approved and discard those you declined.
- (Optional) Click 'Decline All' to decline all proposed changes at once.

[View all explanations in new window](#) | [Skip to suggestions](#)

#### Hide Explanation of Your Optimization

We reorganized your campaign structure to allow more customized, creative, targeted ads. My proposal involves creating separate Ad Groups for each of your product lines, then rewriting your ads to focus specifically on the products in these Ad Groups. Your ads will be more targeted, which will increase the likelihood of a prospect clicking through to your site.

We expanded your keyword list by suggesting singular and plural variations of your existing keywords, as well as additional relevant keywords.

We have separate Ad Groups for high traffic keywords 'blinds' and 'shades'. We suggest 4 customized creatives for such Ad Groups to maximize that keyword's potential.

We modified two of your existing ad text creatives and placed 4 creatives in each Ad Group, so that you can allow the ads to rotate and keep the better-performing ad text. We kept one original ad text creative in our suggestions for each of the new Ad Groups (we kept the creative with the highest CTR).

We are using our keyword insertion tool, which will allow the keywords to automatically appear in the first line of the ad text. Each creative also contains a default keyword, in case any keywords do not meet our ad character limits.

We have mirrored the CPC values that you have set in your current campaign, which you are welcome to adjust to your preferences.

Additionally, we suggested some negative keywords that I will send you in a follow up email. We can apply those negative keyword suggestions along with the list of negative keywords you currently have running) at the campaign level.

Please note that some of your negative keywords currently in your Campaign #4 actually may not be beneficial for you. Those negative keywords that I thought would not benefit your account, I suggested deleting.

For example, you currently have 'bamboo' as a negative keyword. After researching your site, however, I notice that you do sell bamboo blinds. You are losing potentially valuable and relevant traffic.

Another example is your negative keyword 'curtains'. You currently have 'blinds and curtains' as a broad matched keyword. However, when a user searches for 'blinds and curtains,' your ad will not show up. This is because your negative keyword 'curtains' prevents it from running.

If you decide to accept our optimization suggestions, please pause your Ad Group #1 to maximize the effectiveness of your campaign.

[Optimize](#) | [Decline All](#)

Google provides optimization recommendations for your account as a service and for your convenience. Your acceptance of this optimization indicates you have reviewed the optimization fully. Please note that per the Google AdWords Terms and Conditions, you are solely responsible for the changes which have been made to your account.

#### Proposed Changes

Type of suggestions: Δ = Modification, + = Addition, X = Removal

##### Campaign Settings

Type	Approve	Decline	Suggested Setting
Δ			Campaign Negative Keywords (Click for details)

1 - 27 of 27 optimized Ad Groups

##### Ad Groups

Type	Approve	Decline	Ad Group Name (click to see detailed suggestions)	Proposed Changes
+			Aluminum Blind	Ad Group Created
+			American Blinds	Ad Group Created
+			Blackout Shades	Ad Group Created
+			Blinds - Misc	Ad Group Created

https://ads.google.com/.../.../.../...

Optimization Proposal

+	<u>Blinds - Only</u>	Ad Group Created
+	<u>Cellular Blind</u>	Ad Group Created
+	<u>Cellular Shades</u>	Ad Group Created
+	<u>Custom Blinds</u>	Ad Group Created
+	<u>Fabric Shades</u>	Ad Group Created
+	<u>Faux Blinds</u>	Ad Group Created
+	<u>Horizontal Blinds</u>	Ad Group Created
+	<u>Metal Blinds</u>	Ad Group Created
+	<u>Mini Blinds</u>	Ad Group Created
+	<u>Motorized Blinds</u>	Ad Group Created
+	<u>Patio Blinds</u>	Ad Group Created
+	<u>Plantation Blinds</u>	Ad Group Created
+	<u>Roll Shades</u>	Ad Group Created
+	<u>Shades - Misc</u>	Ad Group Created
+	<u>Shades - Only</u>	Ad Group Created
+	<u>Solar Shades</u>	Ad Group Created
+	<u>URLs, Superlatives, Spelling, etc</u>	Ad Group Created
+	<u>Venetian Blind</u>	Ad Group Created
+	<u>Vertical Blind</u>	Ad Group Created
+	<u>Vinyl Blind</u>	Ad Group Created
+	<u>Wood Blinds</u>	Ad Group Created
+	<u>Wood Shades</u>	Ad Group Created
Δ	<u>Ad Group #1</u>	Ad Group Modified

Optimize Decline All

Debug Info



Optimization proposal



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14920 - 408-249-5040 • Track history • Edit customer  
Customer time zone: Mountain Time - Arizona (PDT +00:00)

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Jump to previous customer...

Open ad...

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Campaign Management

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Analytics

My Account

Select Customer | Ad Setup | Edit Internal User | Approval Bin | Risk Bin | Optimization Queue | Jumpstart | Traffic Estimator | Agreements | My Reports |  
Edit Adspam Blacklist

Campaign Summary > Campaign #4 > Optimization Progress > Aluminum Blind

### + Aluminum Blind - suggested Ad Group Addition

Here's a new Ad Group we feel will help improve your overall advertising performance. If you agree with this suggestion, click 'Approved' below. If you disagree with this suggestion, click 'Declined'.

Mark this Ad Group suggestion as:

Types of suggestions: Δ = Modification, + = Addition, X = Removal

#### Discount Blinds & Shades

Over 100,000 Satisfied Customers  
Free Shipping and Free Samples  
www.selectblinds.com

#### {Keyword:Aluminum Blinds}

Over 100,000 Satisfied Customers  
Free Shipping and Free Samples  
www.selectblinds.com

#### {Keyword:Aluminum Blinds}

Wide selection of blinds and shades  
Free Ship & Free Samples. Order Now  
www.selectblinds.com

#### {Keyword:Aluminum Blinds}

Get Blinds & Shades up to 87% off  
Free Shipping and Free Samples  
www.selectblinds.com

Default maximum CPC: \$1.89

Keyword	Matching	Max. CPC	Destination URL
aluminum blind	Broad	default CPC	default URL
aluminum blind venetian	Broad	default CPC	default URL
aluminum blinds	Broad	default CPC	default URL
aluminum blinds venetian	Broad	default CPC	default URL
aluminum mini blind	Broad	default CPC	default URL
aluminum mini blinds	Broad	default CPC	default URL
aluminum vertical blind	Broad	default CPC	default URL
aluminum vertical blinds	Broad	default CPC	default URL
horizontal aluminum blind	Broad	default CPC	default URL
horizontal aluminum blinds	Broad	default CPC	default URL

Mark this Ad Group suggestion as:

Debug Info

Optimization proposal



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 Customer time zone: Mountain Time - Arizona (PDT +00:00)

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- Analytics
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- Select Customer | Alert Setup | Edit Internal User | Approval Bin | Risk Bin | Optimization Queue | Jumpstart | Traffic Estimator | Agreements | My Reports | Edit Adspam Blacklist

Campaign Summary > Campaign #4 > Optimization Proposal > American Blinds

+ American Blinds - Suggested Ad Group Addition

Here's a new Ad Group we feel will help improve your overall advertising performance. If you agree with this suggestion, click 'Approved' below. If you disagree with this suggestion, click 'Declined'.

Mark this Ad Group suggestion as:  Approved  Declined

Types of suggestions: Δ = Modification, + = Addition, X = Removal

[Keyword: American Blinds]

Over 100,000 Satisfied Customers  
 Free Shipping and Free Samples  
[www.selectblinds.com](http://www.selectblinds.com)

Discount Blinds & Shades

Over 100,000 Satisfied Customers  
 Free Shipping and Free Samples  
[www.selectblinds.com](http://www.selectblinds.com)

[Keyword: American Blinds]

Wide selection of blinds and shades  
 Free Ship & Free Samples. Order Now  
[www.selectblinds.com](http://www.selectblinds.com)

[Keyword: American Blinds]

Get Blinds & Shades up to 87% off  
 Free Shipping and Free Samples  
[www.selectblinds.com](http://www.selectblinds.com)

Default maximum CPC: \$1.89

1 - 65 of 85 Keywords.

Keyword	Matching	Max. CPC	Destination URL
american blind	Broad	default CPC	default URL
american blind and wall covering	Broad	default CPC	default URL
american blind and wall coverings	Broad	default CPC	default URL
american blind and wall paper	Broad	default CPC	default URL
american blind and wall paper factories	Broad	default CPC	default URL
american blind and wall paper factory	Broad	default CPC	default URL
american blind and wall papers	Broad	default CPC	default URL
american blind and wallpaper co	Broad	default CPC	default URL
american blind and wallpaper companies	Broad	default CPC	default URL
american blind and wallpaper company	Broad	default CPC	default URL
american blind and wallpaper coupon	Broad	default CPC	default URL
american blind and wallpaper coupons	Broad	default CPC	default URL
american blind and wallpaper factories	Broad	default CPC	default URL
american blind and wallpaper factory	Broad	default CPC	default URL
american blind and wallpaper factory.com	Broad	default CPC	default URL
american blind and wallpaper outlet	Broad	default CPC	default URL
american blind and wallpaper outlets	Broad	default CPC	default URL
american blind and wallpaper.com	Broad	default CPC	default URL
american blind and window	Broad	default CPC	default URL
american blind and windows	Broad	default CPC	default URL
american blind co	Broad	default CPC	default URL
american blind companies	Broad	default CPC	default URL
american blind company	Broad	default CPC	default URL
american blind council wisconsin	Broad	default CPC	default URL
american blind coupon	Broad	default CPC	default URL
american blind coupons	Broad	default CPC	default URL
american blind factories	Broad	default CPC	default URL
american blind factory	Broad	default CPC	default URL
american blind more wallpaper	Broad	default CPC	default URL
american blind shade	Broad	default CPC	default URL
american blind shades	Broad	default CPC	default URL
american blind wallpaper	Phrase	default CPC	default URL
american blind wallpaper store	Broad	default CPC	default URL
american blind wallpaper stores	Broad	default CPC	default URL
american blinds	Broad	default CPC	default URL
american blinds & wallpaper	Broad	default CPC	default URL
american blinds and wall covering	Broad	default CPC	default URL
american blinds and wall coverings	Broad	default CPC	default URL
american blinds and wall paper	Broad	default CPC	default URL

GGL005983

CONFIDENTIAL

ATTORNEYS' EYES ONLY

Optimization Proposal

american blinds and wall paper factories	Broad	default CPC default URL
american blinds and wall paper factory	Broad	default CPC default URL
american blinds and wall papers	Broad	default CPC default URL
american blinds and wallpaper	Broad	default CPC default URL
american blinds and wallpaper co	Broad	default CPC default URL
american blinds and wallpaper companies	Broad	default CPC default URL
american blinds and wallpaper company	Broad	default CPC default URL
american blinds and wallpaper factories	Broad	default CPC default URL
american blinds and wallpaper factory	Broad	default CPC default URL
american blinds and wallpaper factory.com	Broad	default CPC default URL
american blinds and wallpaper outlet	Broad	default CPC default URL
american blinds and wallpaper outlets	Broad	default CPC default URL
american blinds and wallpaper.com	Broad	default CPC default URL
american blinds and window	Broad	default CPC default URL
american blinds and windows	Broad	default CPC default URL
american blinds co	Broad	default CPC default URL
american blinds companies	Broad	default CPC default URL
american blinds company	Broad	default CPC default URL
american blinds factories	Broad	default CPC default URL
american blinds factory	Broad	default CPC default URL
american blinds more wallpaper	Broad	default CPC default URL
american blinds wallpaper	Broad	default CPC default URL
american blinds wallpaper store	Broad	default CPC default URL
american blinds wallpaper stores	Broad	default CPC default URL
american wallpaper & blinds	Broad	default CPC default URL
american wallpaper and blinds	Broad	default CPC default URL

1 - 65 of 65 Keywords

Mark this Ad Group suggestion as:  Approved  Declined

Debug Info

https://ads.google.com/selection/.../optimization/...

Optimization Proposal



nick.stasio@selectblinds.com • Online • CSR: gkeye • Google Accounts  
14920 - 408-248-5040 - [Track History](#) - [Edit customer](#)  
Customer time zone: Mountain Time - Arizona (PDT +00:00)

Ronnie Castro (AdWords US) | [Help](#) | [Sign out](#)

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[Open tool...](#)

- Ops Control Center
- Campaign Management
- Reports
- Analytics
- My Account
- Select Customer | Alert Setup | Edit Internal User | Approval Bin | Risk Bin | Optimization Queue | Jumpstart | Traffic Estimator | Agreements | My Reports | Edit AdGroup Blacklist

[Campaign Summary](#) > [Campaign #4](#) > [Optimization Proposal](#) > [Blackout Shades](#)

### + Blackout Shades - Suggested Ad Group Addition

Here's a new Ad Group we feel will help improve your overall advertising performance. If you agree with this suggestion, click 'Approved' below. If you disagree with this suggestion, click 'Declined'.

Mark this Ad Group suggestion as:  Approved  Declined

Types of suggestions: Δ = Modification, + = Addition, X = Removal

**(Keyword: Blackout Shades)**  
Over 100,000 Satisfied Customers  
Free Shipping and Free Samples  
[www.selectblinds.com](#)

**Discount Blinds & Shades**  
Over 100,000 Satisfied Customers  
Free Shipping and Free Samples  
[www.selectblinds.com](#)

**(Keyword: Blackout Shades)**  
Wide selection of blinds and shades  
Free Ship & Free Samples. Order Now  
[www.selectblinds.com](#)

**(Keyword: Blackout Shades)**  
Get Blinds & Shades up to 87% off  
Free Shipping and Free Samples  
[www.selectblinds.com](#)

Default maximum CPC: \$1.89

1 - 6 of 6 Keywords.

Keyword ID	Matching	Max. CPC	Destination URL
black out shades	Broad	default CPC	default URL
blackout blind	Broad	default CPC	default URL
blackout blinds	Broad	default CPC	default URL
blackout roller shades	Broad	default CPC	default URL
blackout shades	Broad	default CPC	default URL
blackout window shades	Broad	default CPC	default URL

1 - 6 of 6 Keywords.

Mark this Ad Group suggestion as:  Approved  Declined

[Debug Info](#)

Optimization Proposal



rick.steele@selectblinds.com • Online • CSR: gkaye • Google Accounts  
14920 • 406-249-5040 • [Trakken History](#) • [Edit customer](#)  
Customer time zone: Mountain Time - Arizona (PDT +00:00)

Ops Control Center

Campaign Management

Reports

Analytics

My Account

Select Customer | Alert Setup | Edit Internal User | Approval Bin | Risk Bin | Optimization Queue | Jumpstart | Trade Agreements | My Reports | Edit Adspam Blacklist

Campaign Summary > Campaign #4 > Optimization Proposal > Blinds - Misc

### + Blinds - Misc - Suggested Ad Group Addition

Here's a new Ad Group we feel will help improve your overall advertising performance. If you agree with this suggestion, click 'Approved' below. If you disagree with this suggestion, click 'Declined'.

Mark this Ad Group suggestion as:  Approved  Declined

Types of suggestions: Δ = Modification, + = Addition, X = Removal

#### {Keyword:Window Blinds & Shades}

Over 100,000 Satisfied Customers  
Free Shipping and Free Samples  
[www.selectblinds.com](http://www.selectblinds.com)

#### Discount Blinds & Shades

Over 100,000 Satisfied Customers  
Free Shipping and Free Samples  
[www.selectblinds.com](http://www.selectblinds.com)

#### {Keyword:Discount Blinds & Shades}

Wide selection of blinds and shades  
Free Ship & Free Samples. Order Now  
[www.selectblinds.com](http://www.selectblinds.com)

#### {Keyword:Blinds & Shades 87% off}

Get Blinds & Shades up to 87% off  
Free Shipping and Free Samples  
[www.selectblinds.com](http://www.selectblinds.com)

Default maximum CPC: \$1.89

1 - 101 of 101 Keywords.

Keyword <input type="checkbox"/>	Matching	Destination	
		Max. CPC	URL
2 blinds	Broad	default CPC	default URL
3 day blind	Broad	default CPC	default URL
3 day blinds	Broad	default CPC	default URL
automatic blind	Broad	default CPC	default URL
automatic blinds	Broad	default CPC	default URL
automatic window blind	Broad	default CPC	default URL
automatic window blinds	Broad	default CPC	default URL
blind and curtain	Broad	default CPC	default URL
blind and wallpaper	Exact	default CPC	default URL
blind curtain shades	Broad	default CPC	default URL
blinds & wallpaper	Broad	default CPC	default URL
blinds and curtain	Broad	default CPC	default URL
blinds and curtains	Broad	default CPC	default URL
blinds and wallpaper	Broad	default CPC	default URL

GGL005986

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W: Optimization Proposal

blinds cheap	Broad	default CPC	default URL
blinds curtain shades	Broad	default CPC	default URL
blinds direct	Broad	default CPC	default URL
blinds discount	Broad	default CPC	default URL
blinds discounts	Broad	default CPC	default URL
blinds factories	Broad	default CPC	default URL
blinds factory	Broad	default CPC	default URL
blinds for less	Broad	default CPC	default URL
blinds for sale	Broad	default CPC	default URL
blinds for window	Broad	default CPC	default URL
blinds for windows	Broad	default CPC	default URL
blinds home	Broad	default CPC	default URL
blinds new york	Broad	default CPC	default URL
blinds online	Broad	default CPC	default URL
blinds sale	Broad	default CPC	default URL
blinds sales	Broad	default CPC	default URL
blinds wholesale	Broad	default CPC	default URL
blinds window	Broad	default CPC	default URL
blinds windows	Exact	default CPC	default URL
budget blind	Broad	default CPC	default URL
budget blinds	Exact	default CPC	default URL
buy blind	Broad	default CPC	default URL
buy blind online	Broad	default CPC	default URL
buy blinds	Broad	default CPC	default URL
buy blinds online	Broad	default CPC	default URL
cheap blind	Broad	default CPC	default URL
cheap blinds	Broad	default CPC	default URL
clean blinds	Broad	default CPC	default URL
cordless blind	Broad	default CPC	default URL
cordless blinds	Broad	default CPC	default URL
curtains and blind	Broad	default CPC	default URL
curtains and blinds	Broad	default CPC	default URL
curtains blind	Broad	default CPC	default URL
curtains blinds	Broad	default CPC	default URL



Optimization Proposal

https://ms.prod.google.com/.../.../...

remote control blinds	Broad	default CPC default URL
room darkening blind	Broad	default CPC default URL
room darkening blinds	Broad	default CPC default URL
select blind	Broad	default CPC default URL
select blinds	Broad	default CPC default URL
selectblinds	Broad	default CPC default URL
selectblinds.com	Broad	default CPC default URL
three day blind	Broad	default CPC default URL
three day blinds	Broad	default CPC default URL
web blinds	Broad	default CPC default URL
wholesale blind	Broad	default CPC default URL
wholesale blinds	Broad	default CPC default URL
window blind	Broad	default CPC default URL
window blinds	Broad	default CPC default URL
window curtain blind	Broad	default CPC default URL
window curtain blinds	Broad	default CPC default URL
window treatments blinds	Broad	default CPC default URL
windows and blind	Broad	default CPC default URL
windows and blinds	Broad	default CPC default URL
woven blind	Broad	default CPC default URL
woven blinds	Broad	default CPC default URL

1 - 101 of 101 Keywords.

Mark this Ad Group suggestion as:  Approved  Declined

▶ [Debug Info](#)



Optimization proposal



rick.steele@selectblinds.com • Online - CSR: gkaye • Google Accounts  
14920 - 406-249-5040 • Track history • Edit customer  
Customer time zone: Mountain Time - Arizona (PDT +00:00)

Ronnie Castro (AdWords US) | Help | Sign out

Jump to previous customer...

Open tool...

- Ops Control Center
  - Campaign Management
  - Reports
  - Analytics
  - My Account
- Select Customer | Alert Setup | Edit Internal User | Approval Bin | Risk Bin | Optimization Queue | Jumpstart | Traffic Estimator | Agreements | My Reports | Edit Ad Campaign Blocklist

Campaign Summary > Campaign #4 > Optimization Proposal > Blinds - Only

### + Blinds - Only - Suggested Ad Group Addition

Here's a new Ad Group we feel will help improve your overall advertising performance. If you agree with this suggestion, click 'Approved' below. If you disagree with this suggestion, click 'Declined'.

Mark this Ad Group suggestion as:

Types of suggestions: Δ = Modification, + = Addition, X = Removal

**Window Blinds Sale**  
Over 100,000 Satisfied Customers  
Free Shipping and Free Samples  
www.selectblinds.com

**Discount Blinds & Shades**  
Over 100,000 Satisfied Customers  
Free Shipping and Free Samples  
www.selectblinds.com

**Window Blinds Sale**  
Wide selection of blinds and shades  
Free Ship & Free Samples. Order Now  
www.selectblinds.com

**Window Blinds - Cheap**  
Get Blinds & Shades up to 67% off  
Free Shipping and Free Samples  
www.selectblinds.com

Default maximum CPC: \$1.89

1 - 2 of 2 Keywords.

Keyword	Matching	Max. CPC	Destination URL
blinds	Broad	default CPC	default URL
blinds	Exact	default CPC	default URL

1 - 2 of 2 Keywords.

Mark this Ad Group suggestion as:

Debug Info

Optimization Proposal

https://ads-prod.google.com/ads/campaignmanager/.../optimizationproposals/...



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 148220 - 408-248-5040 - Track History - Edit customer  
 Customer time zone: Mountain Time - Arizona (PDT +00:00)

Ronnie Castro (AdWords US) | Help | Sign out

Jump to previous customer...

Open local...

Ops Control Center | Campaign Management | Reports | Analytics | My Account

Select Customer | Alert Setup | Edit Internal User | Approval Bin | Risk Bin | Optimization Queue | Jumpstart | Traffic Estimator | Agreements | My Reports | Edit Adspam Blacklist

Campaign Summary > Campaign #4 > Optimization Proposal > Cellular Blind

+ Cellular Blind - Suggested Ad Group Addition

Here's a new Ad Group we feel will help improve your overall advertising performance. If you agree with this suggestion, click 'Approved' below. If you disagree with this suggestion, click 'Declined'.

Mark this Ad Group suggestion as:

Types of suggestions. Δ = Modification, + = Addition, X = Removal

**(Keyword: Cellular Blinds)**  
 Over 100,000 Satisfied Customers  
 Free Shipping and Free Samples  
 www.selectblinds.com

**Discount Blinds & Shades**  
 Over 100,000 Satisfied Customers  
 Free Shipping and Free Samples  
 www.selectblinds.com

**(Keyword: Cellular Blinds)**  
 Wide selection of blinds and shades  
 Free Ship & Free Samples. Order Now  
 www.selectblinds.com

**(Keyword: Cellular Blinds)**  
 Get Blinds & Shades up to 87% off  
 Free Shipping and Free Samples  
 www.selectblinds.com

Default maximum CPC: \$1.00

1 - 10 of 10 Keywords.

Keyword	Matching	Max. CPC	Destination URL
american blind cellular	Broad	default CPC	default URL
american blinds cellular	Broad	default CPC	default URL
cellular blind	Broad	default CPC	default URL
cellular blinds	Broad	default CPC	default URL
cellular window blind	Broad	default CPC	default URL
cellular window blinds	Broad	default CPC	default URL
discount cellular blind	Broad	default CPC	default URL
discount cellular blinds	Broad	default CPC	default URL
graber cellular blind	Broad	default CPC	default URL
graber cellular blinds	Broad	default CPC	default URL

1 - 10 of 10 Keywords.

Mark this Ad Group suggestion as:

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Optimization Proposal



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14820 · 406-248-5040 · Track History · Edit customer  
Customer time zone: Mountain Time - Arizona (PDT -06:00)

Ronnie Castro (AdWords US) | Help | Sign out  
Jump to previous customer...  
Open tool...

Ops Control Center | Campaign Management | Reports | Analytics | My Account  
Select Customer | Alert Setup | Edit Internal User | Approval Bin | Risk Bin | Optimization Queue | Jumpstart | Traffic Estimator | Agreements | My Reports |  
Edit Adspam Blacklist

Campaign Summary > Campaign #4 > Optimization Proposal > Cellular Shades

+ Cellular Shades - Suggested Ad Group Addition

Here's a new Ad Group we feel will help improve your overall advertising performance. If you agree with this suggestion, click 'Approved' below. If you disagree with this suggestion, click 'Declined'.

Mark this Ad Group suggestion as:

Types of suggestions: Δ = Modification, + = Addition, X = Removal

Default maximum CPC: \$1.89

[Keyword: Cellular Shades]  
Over 100,000 Satisfied Customers  
Free Shipping and Free Samples  
www.selectblinds.com

Discount Blinds & Shades  
Over 100,000 Satisfied Customers  
Free Shipping and Free Samples  
www.selectblinds.com

[Keyword: Cellular Shades]  
Wide selection of blinds and shades  
Free Ship & Free Samples, Order Now  
www.selectblinds.com

[Keyword: Cellular Shades]  
Get Blinds & Shades up to 87% off  
Free Shipping and Free Samples  
www.selectblinds.com

Keyword	Matching	Max. CPC	Destination URL
cellular shades	Broad	default CPC	default URL
cellular window shades	Broad	default CPC	default URL

1 - 2 of 2 Keywords.

1 - 2 of 2 Keywords.

Mark this Ad Group suggestion as:

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Optimization Proposal



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14820 • 408-248-5040 - Track History • Edit customer  
Customer time zone: Mountain Time - Arizona (PDT +00:00)

Ronnie Castro (AdWords US) | Help | Sign out

Jump to previous customer...

Open tool...

Ops Control Center | Campaign Management | Reports | Analytics | My Account

Select Customer | Alert Setup | Edit Internal User | Approval Bin | Risk Bin | Optimization Queue | Jumpstart | Traffic Estimator | Agreements | My Reports | Edit Adspam Blacklist

Campaign Summary > Campaign #4 > Optimization Proposal > Custom Blinds

+ Custom Blinds - Suggested Ad Group Addition

Here's a new Ad Group we feel will help improve your overall advertising performance. If you agree with this suggestion, click 'Approved' below. If you disagree with this suggestion, click 'Declined'.

Mark this Ad Group suggestion as:  Approved  Declined

Types of suggestions: Δ = Modification, + = Addition, X = Removal

{Keyword: Custom Blinds}

Over 100,000 Satisfied Customers  
Free Shipping and Free Samples  
www.selectblinds.com

Discount Blinds & Shades

Over 100,000 Satisfied Customers  
Free Shipping and Free Samples  
www.selectblinds.com

{Keyword: Custom Blinds}

Wide selection of blinds and shades  
Free Ship & Free Samples. Order Now  
www.selectblinds.com

{Keyword: Custom Blinds}

Get Blinds & Shades up to 87% off  
Free Shipping and Free Samples  
www.selectblinds.com

Default maximum CPC: \$1.89

1 - 26 of 26 Keywords.

Keyword	Matching	Max. CPC	Destination URL
blind custom design	Broad	default CPC	default URL
blinds custom	Phrase	default CPC	default URL
blinds custom design	Broad	default CPC	default URL
charlotte custom blind	Broad	default CPC	default URL
charlotte custom blinds	Broad	default CPC	default URL
custom blind	Broad	default CPC	default URL
custom blinds	Broad	default CPC	default URL
custom iowa blind	Broad	default CPC	default URL
custom iowa blinds	Broad	default CPC	default URL
custom made blind	Broad	default CPC	default URL
custom made blinds	Broad	default CPC	default URL
custom made vertical blind	Broad	default CPC	default URL
custom made vertical blinds	Broad	default CPC	default URL
custom painted blind	Broad	default CPC	default URL
custom painted blinds	Broad	default CPC	default URL
custom vertical blind	Broad	default CPC	default URL
custom vertical blinds	Broad	default CPC	default URL
custom window blind	Broad	default CPC	default URL
custom window blinds	Broad	default CPC	default URL
custom window mini blind	Broad	default CPC	default URL
custom window mini blinds	Broad	default CPC	default URL
custom window shades	Broad	default CPC	default URL
custom wood blind	Broad	default CPC	default URL
custom wood blinds	Broad	default CPC	default URL
mini custom blind	Broad	default CPC	default URL
mini custom blinds	Broad	default CPC	default URL

1 - 26 of 26 Keywords.

Mark this Ad Group suggestion as:  Approved  Declined

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W. Optimization Proposal

https://ads-prod.google.com/ads/campaignmanager/optimizationsuggestion...



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 Customer time zone: Mountain Time - Arizona (PDT +00:00)

Ronnie Castro (AdWords US) | [Help](#) | [Sign out](#)

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[Campaign Summary](#) > [Campaign #4](#) > [Optimization Proposal](#) > [Fabric Shades](#)

+ **Fabric Shades - suggested Ad Group Addition**

Here's a new Ad Group we feel will help improve your overall advertising performance. If you agree with this suggestion, click 'Approved' below. If you disagree with this suggestion, click 'Declined'.

Mark this Ad Group suggestion as:

Types of suggestions: Δ = Modification, += Addition, X = Removal

{Keyword: Fabric Shades}

Over 100,000 Satisfied Customers  
 Free Shipping and Free Samples  
[www.selectblinds.com](http://www.selectblinds.com)

**Discount Blinds & Shades**

Over 100,000 Satisfied Customers  
 Free Shipping and Free Samples  
[www.selectblinds.com](http://www.selectblinds.com)

{Keyword: Fabric Shades}

Wide selection of blinds and shades  
 Free Ship & Free Samples, Order Now  
[www.selectblinds.com](http://www.selectblinds.com)

{Keyword: Fabric Shades}

Get Blinds & Shades up to 87% off  
 Free Shipping and Free Samples  
[www.selectblinds.com](http://www.selectblinds.com)

Default maximum CPC: \$1.89

1 - 6 of 6 Keywords.

Keyword	Matching	Max. CPC	Default URL
fabric pleated shades	Broad	default CPC	default URL
fabric roller shades	Broad	default CPC	default URL
fabric roller window shades	Broad	default CPC	default URL
fabric roman shades	Broad	default CPC	default URL
fabric shades	Broad	default CPC	default URL
fabric window shades	Broad	default CPC	default URL

1 - 6 of 6 Keywords.

Mark this Ad Group suggestion as:

[Debug Info](#)



nick.steele@selectblinds.com • Online - CSR: gkaye - Google Accounts  
 14920 - 408-248-5040 • Track history • Edit customer  
 Customer time zone: Mountain Time - Arizona (PDT +00:00)

Ronnie Castro (AdWords US) | Help | Sign out  
 Jump to previous customer -  
 Open link

Ops Control Center Campaign Management Reports Analytics My Account  
 Select Customer | Alert Setup | Edit Internal User | Approval Bin | Risk Bin | Optimization Queue | Jumpstart | Traffic Estimator | Agreements | My Reports |  
 Edit Adspam Blacklist

Campaign Summary > Campaign #4 > Optimization Proposal > Faux Blinds

+ Faux Blinds - Suggested Ad Group Addition

Here's a new Ad Group we feel will help improve your overall advertising performance. If you agree with this suggestion, click 'Approved' below. If you disagree with this suggestion, click 'Declined'.

Mark this Ad Group suggestion as:  Approved  Declined

Types of suggestions: Δ = Modification, + = Addition, X = Removal

(Keyword: Faux Blinds)

Over 100,000 Satisfied Customers  
 Free Shipping and Free Samples  
 www.selectblinds.com

Discount Blinds & Shades  
 Over 100,000 Satisfied Customers  
 Free Shipping and Free Samples  
 www.selectblinds.com

(Keyword: Faux Blinds)  
 Wide selection of blinds and shades  
 Free Ship & Free Samples. Order Now  
 www.selectblinds.com

(Keyword: Faux Blinds)  
 Get Blinds & Shades up to 67% off  
 Free Shipping and Free Samples  
 www.selectblinds.com

Default maximum CPC: \$1.89

1 - 38 of 38 Keywords.

Keyword	Matching	Max. CPC	Destination URL
1 faux wood blind	Broad	default CPC	default URL
1 faux wood blinds	Broad	default CPC	default URL
1 inch faux wood blind	Broad	default CPC	default URL
1 inch faux wood blinds	Broad	default CPC	default URL
2 faux blind	Broad	default CPC	default URL
2 faux blinds	Broad	default CPC	default URL
2 faux wood blind	Broad	default CPC	default URL
2 faux wood blinds	Broad	default CPC	default URL
2 inch faux wood blind	Broad	default CPC	default URL
2 inch faux wood blinds	Broad	default CPC	default URL
blind faux levolor wood	Broad	default CPC	default URL
blind faux plantation	Broad	default CPC	default URL
blind faux window	Broad	default CPC	default URL
blinds faux levolor wood	Broad	default CPC	default URL
blinds faux plantation	Broad	default CPC	default URL
blinds faux window	Broad	default CPC	default URL
cheap faux wood blind	Broad	default CPC	default URL
cheap faux wood blinds	Broad	default CPC	default URL
discount faux wood blind	Broad	default CPC	default URL
discount faux wood blinds	Broad	default CPC	default URL
faux blind	Broad	default CPC	default URL
faux blinds	Broad	default CPC	default URL
faux mini blind	Broad	default CPC	default URL
faux mini blinds	Broad	default CPC	default URL
faux wood blind	Broad	default CPC	default URL
faux wood blinds	Broad	default CPC	default URL
faux wood mini blind	Broad	default CPC	default URL
faux wood mini blinds	Broad	default CPC	default URL
faux wood vertical blind	Broad	default CPC	default URL
faux wood vertical blinds	Broad	default CPC	default URL
faux wood window blind	Broad	default CPC	default URL
faux wood window blinds	Broad	default CPC	default URL
faux wooden blind	Broad	default CPC	default URL
faux wooden blinds	Broad	default CPC	default URL
grandwood faux wood blind	Broad	default CPC	default URL
grandwood faux wood blinds	Broad	default CPC	default URL
levolor faux wood blind	Broad	default CPC	default URL
levolor faux wood blinds	Broad	default CPC	default URL

1 - 38 of 38 Keywords.

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Optimization Proposal

https://ads.pro.google.com/ads/management/optimization/...

Mark this Ad Group suggestion as:

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Optimization Proposal

https://www.google.com/ads/campaignmanager/optimization/suggestions



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 14920 • 408-249-5040 • Track History • Edit customer  
 Customer time zone: Mountain Time - Arizona (PDT +00:00)

Ronnie Castro (AdWords US) | [Help](#) | [Sign out](#)

[Jump to previous customer...](#)

[Open tool...](#)

[Ops Control Center](#) | [Campaign Management](#) | [Reports](#) | [Analytics](#) | [My Account](#)

[Select Customer](#) | [Alert Setup](#) | [Edit Internal User](#) | [Approval Bin](#) | [Risk Bin](#) | [Optimization Queue](#) | [Jumpstart](#) | [Traffic Estimator](#) | [Agreements](#) | [My Reports](#) | [Edit Adspam Blacklist](#)

[Campaign Summary](#) > [Campaign #4](#) > [Optimization Proposal](#) > [Horizontal Blinds](#)

**+ Horizontal Blinds - Suggested Ad Group Addition**

Here's a new Ad Group we feel will help improve your overall advertising performance. If you agree with this suggestion, click 'Approved' below. If you disagree with this suggestion, click 'Declined'.

Mark this Ad Group suggestion as:

Types of suggestions: Δ = Modification, + = Addition, X = Removal

**[Keyword: Horizontal Blinds]**

Over 100,000 Satisfied Customers  
 Free Shipping and Free Samples  
[www.selectblinds.com](http://www.selectblinds.com)

**Discount Blinds & Shades**  
 Over 100,000 Satisfied Customers  
 Free Shipping and Free Samples  
[www.selectblinds.com](http://www.selectblinds.com)

**[Keyword: Horizontal Blinds]**  
 Wide selection of blinds and shades  
 Free Ship & Free Samples. Order Now  
[www.selectblinds.com](http://www.selectblinds.com)

**[Keyword: Horizontal Blinds]**  
 Get Blinds & Shades up to 87% off  
 Free Shipping and Free Samples  
[www.selectblinds.com](http://www.selectblinds.com)

Default maximum CPC: \$1.89

Keyword ID	Matching	Max. CPC	Destination URL
horizontal blind	Broad	default CPC	default URL
horizontal blinds	Broad	default CPC	default URL
horizontal wood blind	Broad	default CPC	default URL
horizontal wood blinds	Broad	default CPC	default URL
sheer horizontal blind	Broad	default CPC	default URL
sheer horizontal blinds	Broad	default CPC	default URL

1 - 8 of 6 Keywords.

1 - 6 of 8 Keywords.

Mark this Ad Group suggestion as:

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Optimization Proposal



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 14920 • 408-249-5040 • Track History • Edit customer  
 Customer time zone: Mountain Time - Arizona (PDT +06:00)

Ronnie Castro (AdWords US) | Help | Sign out  
 Jump to previous customer...  
 Open tool...

Ops Control Center | Campaign Management | Reports | Analytics | My Account  
 Select Customer | Alert Setup | Edit Internal User | Approval Bin | Risk Bin | Optimization Queue | Jumpstart | Traffic Estimator | Agreements | My Reports |  
 Edit Adspam Blacklist

Campaign Summary > Campaign #4 > Optimization Proposal > Metal Blinds

+ Metal Blinds - Suggested Ad Group Addition

Here's a new Ad Group we feel will help improve your overall advertising performance. If you agree with this suggestion, click 'Approved' below. If you disagree with this suggestion, click 'Declined'.

Mark this Ad Group suggestion as:

Types of suggestions: Δ = Modification, + = Addition, X = Removal

Default maximum CPC: \$1.85

{Keyword: Metal Blinds}  
 Over 100,000 Satisfied Customers  
 Free Shipping and Free Samples  
 www.selectblinds.com

Discount Blinds & Shades  
 Over 100,000 Satisfied Customers  
 Free Shipping and Free Samples  
 www.selectblinds.com

{Keyword: Metal Blinds}  
 Wide selection of blinds and shades  
 Free Ship & Free Samples. Order Now  
 www.selectblinds.com

{Keyword: Metal Blinds}  
 Get Blinds & Shades up to 87% off  
 Free Shipping and Free Samples  
 www.selectblinds.com

Keyword	Matching	Max. CPC	Description	URL
metal blind	Broad	default CPC	default URL	
metal blinds	Broad	default CPC	default URL	
metal mini blind	Broad	default CPC	default URL	
metal mini blinds	Broad	default CPC	default URL	
metal window blind	Broad	default CPC	default URL	
metal window blinds	Broad	default CPC	default URL	

Mark this Ad Group suggestion as:

> Debug Info



rick.steele@selectblinds.com · Online · CSR: gkays · Google Accounts  
 14820 · 406-249-5040 · Track History · Edit customer  
 Customer time zone: Mountain Time - Arizona (PDT +00:00)

Ronnie Castro (AdWords US) | Help | Sign out

Jump to previous customer...

Open tool...

Ops Control Center | Campaign Management | Reports | Analytics | My Account  
 Select Customer | Alert Setup | Edit Internal User | Approval Bin | Risk Bin | Optimization Queue | Jumpstart | Traffic Estimator | Agreements | My Reports |  
 Edit Adspam Blacklist

Campaign Summary > Campaign #4 > Optimization Proposal > Mini Blinds

+ Mini Blinds - Suggested Ad Group Addition

Here's a new Ad Group we feel will help improve your overall advertising performance. If you agree with this suggestion, click 'Approved' below. If you disagree with this suggestion, click 'Declined'.

Mark this Ad Group suggestion as:

Type of suggestion: Δ = Modification, + = Addition, X = Removal

**(Keyword: Mini Window Blinds)**  
 Over 100,000 Satisfied Customers  
 Free Shipping and Free Samples  
 www.selectblinds.com

**Discount Blinds & Shades**  
 Over 100,000 Satisfied Customers  
 Free Shipping and Free Samples  
 www.selectblinds.com

**(Keyword: Mini Window Blinds)**  
 Wide selection of blinds and shades  
 Free Ship & Free Samples. Order Now  
 www.selectblinds.com

**(Keyword: Mini Window Blinds)**  
 Get Blinds & Shades up to 87% off  
 Free Shipping and Free Samples  
 www.selectblinds.com

Default maximum CPC: \$1.88

1 - 62 of 62 Keywords.

Keyword (Δ)	Matching	Max. CPC	Destination URL
3 day mini blind	Broad	default CPC	default URL
3 day mini blinds	Broad	default CPC	default URL
black mini blind	Broad	default CPC	default URL
black mini blinds	Broad	default CPC	default URL
buy mini blind	Broad	default CPC	default URL
buy mini blinds	Broad	default CPC	default URL
cheap mini blind	Broad	default CPC	default URL
cheap mini blinds	Broad	default CPC	default URL
color mini blind	Broad	default CPC	default URL
color mini blinds	Broad	default CPC	default URL
discount mini blind	Broad	default CPC	default URL
discount mini blinds	Broad	default CPC	default URL
faux mini blind	Broad	default CPC	default URL
faux mini blinds	Broad	default CPC	default URL
graber mini blind	Broad	default CPC	default URL
graber mini blinds	Broad	default CPC	default URL
levolor mini blind	Broad	default CPC	default URL
levolor mini blinds	Broad	default CPC	default URL
magnetic mini blind	Broad	default CPC	default URL
magnetic mini blinds	Broad	default CPC	default URL
micro mini blind	Broad	default CPC	default URL
micro mini blinds	Broad	default CPC	default URL
mini blind	Broad	default CPC	default URL
mini blind distributor	Broad	default CPC	default URL
mini blind distributors	Broad	default CPC	default URL
mini blind for door	Broad	default CPC	default URL
mini blind for doors	Broad	default CPC	default URL
mini blind manufacturer	Broad	default CPC	default URL
mini blind manufacturers	Broad	default CPC	default URL
mini blind part	Broad	default CPC	default URL
mini blind parts	Broad	default CPC	default URL
mini blind remote control	Broad	default CPC	default URL
mini blind remote controls	Broad	default CPC	default URL
mini blind sale	Broad	default CPC	default URL
mini blind sales	Broad	default CPC	default URL
mini blind vertical	Broad	default CPC	default URL
mini blinds	Broad	default CPC	default URL
mini blinds distributor	Broad	default CPC	default URL
mini blinds distributors	Broad	default CPC	default URL