

Exhibit J - 3

Optimization Proposal

mini blinds for door	Broad	default CPC default URL
mini blinds for doors	Broad	default CPC default URL
mini blinds manufacturer	Broad	default CPC default URL
mini blinds manufacturers	Broad	default CPC default URL
mini blinds part	Broad	default CPC default URL
mini blinds parts	Broad	default CPC default URL
mini blinds remote control	Broad	default CPC default URL
mini blinds remote controls	Broad	default CPC default URL
mini blinds sale	Broad	default CPC default URL
mini blinds sales	Broad	default CPC default URL
mini blinds vertical	Broad	default CPC default URL
pvc mini blind	Broad	default CPC default URL
pvc mini blinds	Broad	default CPC default URL
red mini blind	Broad	default CPC default URL
red mini blinds	Broad	default CPC default URL
room darkening mini blind	Broad	default CPC default URL
room darkening mini blinds	Broad	default CPC default URL
vinyl mini blind	Broad	default CPC default URL
vinyl mini blinds	Broad	default CPC default URL
wholesale mini blind	Broad	default CPC default URL
wholesale mini blinds	Broad	default CPC default URL
window mini blind	Broad	default CPC default URL
window mini blinds	Broad	default CPC default URL

1 - 62 of 62 Keywords.

Mark this Ad Group suggestion as: Approved Declined

[Debug Info](#)

Optimization Proposal



rick.steele@selectblinds.com • Online - CSR: gkaye • Google Accounts
 14820 - 408-248-6040 • 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 > Motorized Blinds

+ Motorized 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: Motorized 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: Motorized Blinds}
 Wide selection of blinds and shades
 Free Ship & Free Samples. Order Now
www.selectblinds.com

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

Default maximum CPC: \$1.88

1 - 8 of 8 Keywords.

Keyword	Matching	Max. CPC	Destination URL
motorized blind	Phrase	default CPC	default URL
motorized blinds	Phrase	default CPC	default URL
motorized shades	Phrase	default CPC	default URL
motorized vertical blind	Broad	default CPC	default URL
motorized vertical blinds	Broad	default CPC	default URL
motorized window blind	Broad	default CPC	default URL
motorized window blinds	Broad	default CPC	default URL
motorized window shades	Broad	default CPC	default URL

1 - 8 of 8 Keywords.

Mark this Ad Group suggestion as:

Debuq Info

Optimization Proposal



rick.steele@selectblinds.com - Online - CSR: pkays - Google Accounts
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 | Ad Setup | Edit Internal User | Approval Bin | Risk Bin | Optimization Queue | Jumpstart | Traffic Estimator | Agreements | My Reports |
Edit Adspem Blacklist

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

+ Patio 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: Patio 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: Patio Window Blinds]
Wide selection of blinds and shades
Free Ship & Free Samples. Order Now
www.selectblinds.com

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

Default maximum CPC: \$1.88

1 - 10 of 10 Keywords.

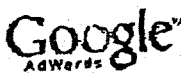
Keyword ID	Matching	Max. CPC	Destination URL
internal patio door blind	Broad	default CPC	default URL
internal patio door blinds	Broad	default CPC	default URL
patio blind	Broad	default CPC	default URL
patio blinds	Broad	default CPC	default URL
patio door blind	Broad	default CPC	default URL
patio door blinds	Broad	default CPC	default URL
patio vertical blind	Broad	default CPC	default URL
patio vertical blinds	Broad	default CPC	default URL
vertical blind for patio door	Broad	default CPC	default URL
vertical blinds for patio door	Broad	default CPC	default URL

1 - 10 of 10 Keywords.

Mark this Ad Group suggestion as:

> Debug Info

W: Optimization Proposal



rick.steele@selectblinds.com · Online · CSR: glcaye · Google Accounts
 14820 · 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 > Plantation Blinds

+ Plantation 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: Plantation 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: Plantation Blinds)
 Wide selection of blinds and shades
 Free Ship & Free Samples. Order Now
 www.selectblinds.com

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

Default maximum CPC: \$1.89

1 - 8 of 8 Keywords.

Keyword	Matching	Max. CPC	Destination URL
faux plantation blind	Broad	default CPC	default URL
faux plantation blinds	Broad	default CPC	default URL
faux wood plantation blind	Broad	default CPC	default URL
faux wood plantation blinds	Broad	default CPC	default URL
plantation blind	Broad	default CPC	default URL
plantation blinds	Broad	default CPC	default URL
plantation shutter blind	Broad	default CPC	default URL
plantation shutter blinds	Broad	default CPC	default URL

1 - 8 of 8 Keywords.

Mark this Ad Group suggestion as:

Debug Info

Optimization Proposal

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



nick.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 In...](#)

- 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](#) > [Roll Shades](#)

+ Roll 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: Roll Up 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: Roll Up Shades}

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

{Keyword: Roll Up Shades}

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

Default maximum CPC: \$1.69

1 - 28 of 28 Keywords.

Keyword ID	Matching	Max. CPC	Destination URL
bamboo roll up blinds	Broad	default CPC	default URL
bamboo roll up shades	Broad	default CPC	default URL
blackout roller blinds	Broad	default CPC	default URL
blackout roller shades	Broad	default CPC	default URL
decorative roller blinds	Broad	default CPC	default URL
decorative roller shades	Broad	default CPC	default URL
fabric roller blinds	Broad	default CPC	default URL
fabric roller shades	Broad	default CPC	default URL
fabric window roller blinds	Broad	default CPC	default URL
fabric window roller shades	Broad	default CPC	default URL
lace roller blinds	Broad	default CPC	default URL
lace roller shades	Broad	default CPC	default URL
motorized roller blinds	Broad	default CPC	default URL
motorized roller shades	Broad	default CPC	default URL
roll shades	Broad	default CPC	default URL
roll up blinds	Broad	default CPC	default URL
roll up shades	Broad	default CPC	default URL
roll up window blinds	Broad	default CPC	default URL
roll up window shades	Broad	default CPC	default URL
roller blind	Broad	default CPC	default URL
roller blinds	Broad	default CPC	default URL
roller blinds and window	Broad	default CPC	default URL
roller shades	Broad	default CPC	default URL
roller shades and window	Broad	default CPC	default URL
roller window shades	Broad	default CPC	default URL
solar roller blinds	Broad	default CPC	default URL
solar roller shades	Broad	default CPC	default URL
window roller shades	Broad	default CPC	default URL

1 - 28 of 28 Keywords.

Mark this Ad Group suggestion as:

[Debug Info](#)

Optimization Proposal

https://www.google.com/ads/campaignmanager/optimizationproposals

Ronnie Castro (AdWords: US) | Help | Sign out



rick.steele@selectblinds.com - Online - CSR: gkays - Google Accounts
14820 - 408-249-5040 - Track History - Edit customer
Customer time zone: Mountain Time - Arizona (PDT +00:00)

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 > Shades - Misc

+ Shades - 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:

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

Discount Blinds & Shades

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

{Keyword:Discount Blinds & Shades}

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

{Keyword:Blinds & Shades 87% off}

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

Default maximum CPC: \$1.89

1 - 33 of 33 Keywords.

Keyword	Matching	Max. CPC	Destination URL
bamboo window shades	Broad	default CPC	default URL
blind shades	Broad	default CPC	default URL
blinds & shades	Broad	default CPC	default URL
blinds and shades	Broad	default CPC	default URL
blinds shades	Broad	default CPC	default URL
bottom up shades	Broad	default CPC	default URL
cell shades	Broad	default CPC	default URL
cheap window shades	Broad	default CPC	default URL
covering window shades	Broad	default CPC	default URL
darkening shades	Broad	default CPC	default URL
discount roman shades	Broad	default CPC	default URL
discount window shades	Broad	default CPC	default URL
discounted window shades	Broad	default CPC	default URL
door shades	Broad	default CPC	default URL
honeycomb shades	Broad	default CPC	default URL
insulated window shades	Broad	default CPC	default URL
light shades	Broad	default CPC	default URL
natural window shades	Broad	default CPC	default URL
room darkening shades	Broad	default CPC	default URL
shades and blinds	Broad	default CPC	default URL
shades blinds	Broad	default CPC	default URL
shades for windows	Broad	default CPC	default URL
sheer window shades	Broad	default CPC	default URL
soft shades	Broad	default CPC	default URL
sun shades	Broad	default CPC	default URL
window blind shades	Broad	default CPC	default URL
window blinds and shades	Broad	default CPC	default URL
window blinds shades	Broad	default CPC	default URL
window shades	Broad	default CPC	default URL
window shades and blinds	Broad	default CPC	default URL
window shades blinds	Broad	default CPC	default URL
window sun shades	Broad	default CPC	default URL
woven shades	Broad	default CPC	default URL

1 - 33 of 33 Keywords.

Mark this Ad Group suggestion as:

GGL006005

CONFIDENTIAL
ATTORNEYS' EYES ONLY

Optimization proposal

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Debug Info

GGL006006
CONFIDENTIAL
ATTORNEYS' EYES ONLY

Optimization Proposal



rick.steele@selectblinds.com • Online • CSR: gkeys - Google Accounts
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 > Shades - Only

+ Shades - 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 & Shades

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

Window Shades Sale

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

Window Shades Sale

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

Window Shades - Cheap

Get Blinds & Shades up to 87% 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
shades	Broad	default CPC	default URL
shades	Exact	default CPC	default URL

1 - 2 of 2 Keywords.

Mark this Ad Group suggestion as:

Debug Info

IV. Optimization Proposal



rick.steele@selectblinds.com - Online - CSR; playc - 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](#) > [Solar Shades](#)

+ Solar 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:Solar Window 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:Solar Window Shades}

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

{Keyword:Solar Window Shades}

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
patio solar shades	Broad	default CPC	default URL	
solar roller shades	Broad	default CPC	default URL	
solar shades	Broad	default CPC	default URL	
solar window shades	Broad	default CPC	default URL	

1 - 4 of 4 Keywords.

1 - 4 of 4 Keywords.

Mark this Ad Group suggestion as:

[Debug Info](#)

Message

Page 6 of 6

- shades valley
- shades valley high school
- shades window
- shutter
- shutters
- silhouette blinds
- silhouette shades
- silk lamp shades
- skylight blinds
- skylight shades
- solar
- 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

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ABWF005521

6/13/2006

Message

Page 5 of 6

- 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

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ABWF005520

6/13/2006

Message

Page 4 of 6

- 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
- levelor blinds
- levelor
- levelor blinds
- levelor
- levelor 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

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ABWF005519

6/13/2006

Message

- 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
- 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

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ABWF005518

6/13/2006

Message

american blind and wallpaper.com
american blind and window
american blind and windows
american blind co
american blind companies
american blind council wisconsin
american blind coupon
american blind coupons
american blind more wallpaper
american blind shade
american blind shades
american blind wallpaper store
american blind wallpaper stores
american blinds
american blinds & wallpaper
american blinds and wall covering
american blinds and wall coverings
american blinds and wall paper
american blinds and wall paper factories
american blinds and wall paper factory
american blinds and wall papers
american blinds and wallpaper
american blinds and wallpaper co
american blinds and wallpaper companies
american blinds and wallpaper company
american blinds and wallpaper factories
american blinds and wallpaper factory
american blinds and wallpaper factory.com
american blinds and wallpaper outlet
american blinds and wallpaper outlets
american blinds and wallpaper.com
american blinds and window
american blinds and windows
american blinds co
american blinds companies
american blinds company
american blinds factories
american blinds factory
american blinds more wallpaper
american blinds wallpaper
american blinds wallpaper store
american blinds wallpaper stores
american wallpaper & blinds
american wallpaper and blinds
"american blind wallpaper"
-1 a blinds and wallpaper
-14 shades of gray
-14 shades of grey
-14 shades of grey lyrics
-american
-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

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ABWF005517

6/13/2006

Message

REDACTED

-----Original Message-----

From: Rick Steele [mailto:rick@lowestmortgage.com]
Sent: Thursday, February 12, 2004 11:49 AM
To: Greenspon, Susan
Subject: Keyword list by Google

Susan,

Nice talking to you...here is the campaign Google created...I will also forward their email mentioning this campaign... Let me know if you have any questions. Interesting to note that we do have a negative keyword "american" that should have prevented any variation of this term from delivering within this search...

Thanks,

Rick H. Steele

- american blind
- american blind and wall covering
- american blind and wall coverings
- american blind and wall paper
- american blind and wall paper factories
- american blind and wall paper factory
- american blind and wall papers
- american blind and wallpaper co
- american blind and wallpaper companies
- american blind and wallpaper coupon
- american blind and wallpaper coupons
- american blind and wallpaper factories
- american blind and wallpaper factory.com
- american blind and wallpaper outlet
- american blind and wallpaper outlets

CONFIDENTIAL

ABWF005516

6/13/2006

insieno.com	EXHIBIT 5
	Richard Steele
	9/14/06

Optimization Group

http://adwords.google.com/

window roller shades	Broad	default CPC default URL
window shades	Broad	default CPC default URL
window shades and blinds	Broad	default CPC default URL
window shades blinds	Broad	default CPC default URL
window treatments blinds	Broad	default CPC default URL
windowblinds	Broad	default CPC default URL
windows and blinds	Broad	default CPC default URL
windows blinds crack	Negative	
windows blinds skins	Negative	
windows xp blinds	Negative	
wood blind	Broad	default CPC default URL
wood blinds	Broad	default CPC default URL
wood mini blinds	Broad	default CPC default URL
wood shades	Broad	default CPC default URL
wood window blind	Broad	default CPC default URL
wood window blinds	Broad	default CPC default URL
wooden blind	Broad	default CPC default URL
wooden blinds	Broad	default CPC default URL
wooden shades	Broad	default CPC default URL
wooden window blinds	Broad	default CPC default URL
woodwinds blinds	Broad	default CPC default URL
woven blinds	Broad	default CPC default URL
woven shades	Broad	default CPC default URL
woven wood blinds	Broad	default CPC default URL
woven wood shades	Broad	default CPC default URL
www.blinds.com	Broad	default CPC default URL
www.blindsgalore.com	Broad	default CPC default URL
www.blindswholesale.com	Broad	default CPC default URL
www.ezblinds.com	Broad	default CPC default URL
www.hunterdouglas.com	Broad	default CPC default URL
www.selectblinds.com	Broad	default CPC default URL
xp blinds	Negative	
z blinds	Negative	

1 - 434 of 434 Keywords.

Mark this Ad Group suggestion as: Approved Declined

[Debug Info](#)

1. Optimization Proposal

stained 14 shades of grey	Negative	
stained 14 shades of grey lyrics	Negative	
sun shades	Broad	default CPC default URL
ten shades of green	Negative	
the shades	Negative	
three day blind	Broad	default CPC default URL
three day blinds	Broad	default CPC default URL
tiffany lamp shades	Negative	
lint	Negative	
linting	Negative	
ultimate shades	Negative	
velux blinds	Negative	
venetian	Negative	
venetian blind	Broad	default CPC default URL
venetian blinds	Broad	default CPC default URL
venitian blinds	Broad	default CPC default URL
vent shades	Negative	
vertical blinds	Broad	default CPC default URL
vertical window blinds	Broad	default CPC default URL
verticle blinds	Broad	default CPC default URL
victorian lamp shades	Negative	
vinyl blind	Broad	default CPC default URL
vinyl blinds	Broad	default CPC default URL
vinyl mini blinds	Broad	default CPC default URL
vista blinds	Negative	
wallpaper & blinds	Negative	
wallpaper and blinds	Negative	
wallpaper blinds	Negative	
web blinds	Broad	default CPC default URL
wholesale blinds	Broad	default CPC default URL
wholesale lamp shades	Negative	
win blinds	Negative	
window blind	Broad	default CPC default URL
window blind shades	Broad	default CPC default URL
window blinds	Broad	default CPC default URL
window blinds and shades	Broad	default CPC default URL
window blinds crack	Negative	
window blinds serial	Negative	
window blinds shades	Broad	default CPC default URL
window blinds skins	Negative	
window blinds themes	Negative	
window blinds xp	Negative	

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shades of gray	Negative
shades of green	Negative
shades of green disney	Negative
shades of green disney world	Negative
shades of green florida	Negative
shades of green hotel	Negative
shades of green military	Negative
shades of green military resort	Negative
shades of green orlando	Negative
shades of green resort	Negative
shades of gray	Negative
shades of grey lyrics	Negative
shades of hope	Negative
shades of life	Negative
shades of light	Negative
shades of love	Negative
shades of love lyrics	Negative
shades of night	Negative
shades of pink	Negative
shades of purple	Negative
shades of red	Negative
shades of the past	Negative
shades of white	Negative
shades of yellow	Negative
shades state park	Negative
shades state park indiana	Negative
shades valley	Negative
shades valley high school	Negative
shades window	Negative
shutter	Negative
shutters	Negative
silhouette blinds	Negative
silhouette shades	Negative
silk lamp shades	Negative
skylight blinds	Negative
skylight shades	Negative
soft shades	Broad
solar shades	Broad
solar window shades	Broad
spin shades	Negative
staind 14 shades	Negative
staind 14 shades of gray	Negative

default CPC default URL
 default CPC default URL
 default CPC default URL

redken shades eq	Negative	
remote control blinds	Broad	default CPC default URL
replacement lamp shades	Negative	
replacement shades	Negative	
rice paper blinds	Negative	
rice paper shades	Negative	
roll shades	Broad	default CPC default URL
roll up blinds	Broad	default CPC default URL
roll up shades	Broad	default CPC default URL
roller blind	Broad	default CPC default URL
roller blinds	Broad	default CPC default URL
roller shades	Broad	default CPC default URL
roller window shades	Broad	default CPC default URL
roman shades how to	Negative	
roman window shades	Negative	
room darkening blinds	Broad	default CPC default URL
room darkening shades	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
sew roman shades	Negative	
sewing roman shades	Negative	
shades	Broad	default CPC default URL
shades and blinds	Broad	default CPC default URL
shades apart	Negative	
shades apart lyrics	Negative	
shades between glass	Negative	
shades blinds	Broad	default CPC default URL
shades com	Negative	
shades eq	Negative	
shades for windows	Broad	default CPC default URL
shades lyrics	Negative	
shades mountain	Negative	
shades mountain baptist	Negative	
shades mountain baptist church	Negative	
shades of	Negative	
shades of black	Negative	
shades of blue	Negative	
shades of brown	Negative	
shades of color	Negative	
shades of death	Negative	
shades of death road	Negative	

Optimization Proposal

mecho shades	Negative	
memphis shades	Negative	
metal blinds	Broad	default CPC default URL
mica lamp shades	Negative	
micro blinds	Broad	default CPC default URL
mini blind	Broad	default CPC default URL
mini blinds	Broad	default CPC default URL
mini lamp shades	Negative	
motorized window shades	Broad	default CPC default URL
national blind and wallpaper	Broad	default CPC default URL
national blinds	Broad	default CPC default URL
national blinds and wallpaper	Broad	default CPC default URL
natural shades	Negative	
next day blind	Broad	default CPC default URL
next day blinds	Broad	default CPC default URL
night shades	Negative	
nite shades	Negative	
no brainer blinds	Broad	default CPC default URL
noble blinds	Negative	
oakley shades	Negative	
outdoor	Negative	
outdoor blinds	Broad	default CPC default URL
outdoor shades	Negative	
paint shades	Negative	
pair of shades	Negative	
paper blinds	Negative	
paper lamp shades	Negative	
paper shades	Negative	
paper window shades	Negative	
patio blinds	Broad	default CPC default URL
patio door blinds	Broad	default CPC default URL
plantation blind	Broad	default CPC default URL
plantation blinds	Broad	default CPC default URL
pleated blinds	Broad	default CPC default URL
pleated shades	Negative	
pleated window shades	Negative	
pocket blinds	Broad	default CPC default URL
porch blinds	Negative	
porch shades	Negative	
prestige blinds	Negative	
pvc blinds	Broad	default CPC default URL
redken shades	Negative	

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v. Optimization Proposal

hardware	Negative	
honeycomb blinds	Broad	default CPC default URL
honeycomb shades	Broad	default CPC default URL
horizontal blind	Broad	default CPC default URL
horizontal blinds	Broad	default CPC default URL
house of blinds	Broad	default CPC default URL
how to clean blinds	Negative	
how to clean mini blinds	Negative	
how to make lamp shades	Negative	
how to make roman blinds	Negative	
how to make roman shades	Negative	
hunter blinds	Negative	
hunting blinds	Negative	
i gotta wear shades	Negative	
install	Negative	
install blinds	Negative	
installation	Negative	
just shades	Negative	
kirsch	Negative	
kirsch blinds	Negative	
lamp	Negative	
lamp shades	Negative	
lamps and shades	Negative	
lamps shades	Negative	
lampshades	Negative	
levelor blinds	Negative	
levelor	Negative	
levelor blinds	Negative	
levelor	Negative	
levelor blinds	Negative	
light shades	Broad	default CPC default URL
lipstick shades	Negative	
m&b blinds	Negative	
mainely shades	Negative	
make lamp shades	Negative	
make roman blinds	Negative	
make roman shades	Negative	
making lamp shades	Negative	
making roman shades	Negative	
matchstick blinds	Negative	
matchstick shades	Negative	
mecco shades	Negative	

discount lamp shades	Negative	
discount mini blind	Broad	default CPC default URL
discount mini blinds	Broad	default CPC default URL
discount roman shades	Broad	default CPC default URL
discount vertical blinds	Broad	default CPC default URL
discount window blind	Broad	default CPC default URL
discount window blinds	Broad	default CPC default URL
discount window shades	Broad	default CPC default URL
discount wood blinds	Broad	default CPC default URL
disney shades of green	Negative	
door blinds	Broad	default CPC default URL
door shades	Broad	default CPC default URL
double bull blinds	Broad	default CPC default URL
douglas blinds	Negative	
duck blinds	Negative	
duette blinds	Negative	
duette shades	Negative	
eddie z blinds	Negative	
eddie z's blinds	Negative	
electric blinds	Negative	
eye shades	Negative	
ez blinds	Broad	default CPC default URL
ezblinds	Broad	default CPC default URL
ezblinds.com	Broad	default CPC default URL
fabric	Negative	
fabric blinds	Broad	default CPC default URL
fabric shades	Broad	default CPC default URL
fabric vertical blinds	Broad	default CPC default URL
fabric window shades	Broad	default CPC default URL
faux blind	Broad	default CPC default URL
faux blinds	Broad	default CPC default URL
faux wood blind	Broad	default CPC default URL
faux wood blinds	Broad	default CPC default URL
final approach blinds	Negative	
future's so bright i gotta wear shades	Negative	
glass lamp shades	Negative	
goose blinds	Negative	
gotta wear shades	Negative	
graber	Negative	
graber blinds	Negative	
graber shades	Negative	
green shades	Negative	

car shades	Negative	
car sun shades	Negative	
car window shades	Negative	
cell shades	Broad	default CPC default URL
cellular blind	Broad	default CPC default URL
cellular blinds	Broad	default CPC default URL
cellular shades	Broad	default CPC default URL
cellular window shades	Broad	default CPC default URL
chandelier lamp shades	Negative	
chandelier shades	Negative	
cheap blind	Broad	default CPC default URL
cheap blinds	Broad	default CPC default URL
clean blinds	Broad	default CPC default URL
clean mini blinds	Negative	
clean venetian blinds	Negative	
cleaning blinds	Negative	
cleaning mini blinds	Negative	
cleaning venetian blinds	Broad	default CPC default URL
color shades	Negative	
colorel blinds	Negative	
comfortex blinds	Negative	
conrad shades	Negative	
cool shades	Negative	
cordless blinds	Broad	default CPC default URL
coupon	Negative	
cp shades	Negative	
curtains and blinds	Broad	default CPC default URL
curtains blinds	Broad	default CPC default URL
custom blind	Broad	default CPC default URL
custom blinds	Broad	default CPC default URL
custom lamp shades	Negative	
custom shades	Negative	
custom window blind	Broad	default CPC default URL
custom window blinds	Broad	default CPC default URL
custom window shades	Broad	default CPC default URL
darkening shades	Broad	default CPC default URL
day night shades	Negative	
deer blinds	Negative	
del mar blinds	Negative	
del mar shades	Negative	
delmar blinds	Negative	
discount blind	Broad	default CPC default URL
discount blinds	Broad	default CPC default URL

blinds & wallpaper	Broad	default CPC default URL
blinds and curtains	Broad	default CPC default URL
blinds and shades	Broad	default CPC default URL
blinds and wallpaper	Broad	default CPC default URL
blinds cheap	Broad	default CPC default URL
blinds cleaning	Negative	
blinds com	Broad	default CPC default URL
blinds custom	Broad	default CPC default URL
blinds direct	Broad	default CPC default URL
blinds discount	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 windows	Broad	default CPC default URL
blinds galore	Broad	default CPC default URL
blinds home	Broad	default CPC default URL
blinds houston	Negative	
blinds hunter douglas	Negative	
blinds installation	Negative	
blinds new york	Broad	default CPC default URL
blinds online	Broad	default CPC default URL
blinds parts	Negative	
blinds repair	Negative	
blinds sale	Broad	default CPC default URL
blinds shades	Broad	default CPC default URL
blinds uk	Negative	
blinds wallpaper	Negative	
blinds wholesale	Broad	default CPC default URL
blinds window	Broad	default CPC default URL
blinds wood	Broad	default CPC default URL
blinds.com	Broad	default CPC default URL
blindsgalore	Broad	default CPC default URL
blindsgalore.com	Broad	default CPC default URL
blindswholesale	Broad	default CPC default URL
blindswholesale.com	Broad	default CPC default URL
blue shades	Negative	
boat blinds	Negative	
bottom up shades	Broad	default CPC default URL
budget blind	Broad	default CPC default URL
buy blinds	Broad	default CPC default URL
buy blinds online	Broad	default CPC default URL
california sun shades	Negative	
candle shades	Negative	

Organization Report

Organization Report

3 day blind	Broad	default CPC default URL
3 day blinds	Broad	default CPC default URL
3day blinds	Broad	default CPC default URL
aluminum blind	Broad	default CPC default URL
aluminum blinds	Broad	default CPC default URL
aluminum mini blinds	Broad	default CPC default URL
american blind	Broad	default CPC default URL
american blinds	Broad	default CPC default URL
american blinds & wallpaper	Broad	default CPC default URL
american blinds and wallpaper	Broad	default CPC default URL
american blinds wallpaper	Broad	default CPC default URL
american wallpaper & blinds	Broad	default CPC default URL
american wallpaper and blinds	Broad	default CPC default URL
antique lamp shades	Negative	
arch	Negative	
artistic window shades	Negative	
austrian shades	Negative	
auto shades	Negative	
auto sun shades	Negative	
auto vent shades	Negative	
automatic blinds	Broad	default CPC default URL
bali	Negative	
bali blinds	Negative	
bali cellular shades	Negative	
bali roman shades	Negative	
bali vertical blinds	Negative	
bali window blinds	Negative	
ball window shades	Negative	
balli	Negative	
balloon shades	Negative	
beaded lamp shades	Negative	
best blinds	Broad	default CPC default URL
black out shades	Broad	default CPC default URL
black shades	Negative	
blackout blinds	Broad	default CPC default URL
blackout shades	Broad	default CPC default URL
blind galore	Broad	default CPC default URL
blind shades	Broad	default CPC default URL
blinds	Broad	default CPC default URL
blinds & shades	Broad	default CPC default URL

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v: Optimization Proposal

https://ics.prod.google.com/select/main:cmu-OptimizationSuggest...



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 Casti
[Jump to previous c](#)

Ops Control Center

Campaign Management

Reports

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](#) > [Ad Group #1](#)

△ Ad Group #1 - Suggested Ad Group Modifications

See currently running ad group

Here are some changes we feel will improve the performance of this existing Ad Group. If you agree with this suggestion, click 'Approved' below. If you disagree with this suggestion, click 'Declined'.

Mark this Ad Group suggestion as:

[Show only optimized keywords](#)

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

No Suggestions

Status: Active from Deleted
 Default maximum CPC: \$1.89 from \$1.88

1 - 434 of 434 Keywords.

Blinds & Shades 87% off
 Wide selection of blinds and shades
 Free Shipping and Free Samples
[www.selectblinds.com](#)

Discount Blinds & Shades
 Wide selection of blinds and shades
 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 & Shades
 Over 100,000 Satisfied Customers
 Free Shipping and Free Samples
[www.selectblinds.com](#)

Type	Keyword	Matching	Max. CPC	Destination URL
X	american blind wallpaper	Broad	default CPC	default URL
X	bamboo	Negative		
X	bamboo shades	Negative		
X	blind and wallpaper	Broad	default CPC	default URL
X	blinds windows	Broad	default CPC	default URL
X	budget blinds	Broad	default CPC	default URL
X	curtain	Negative		
X	curtains	Negative		
X	curtains shades	Negative		
X	discount shades	Negative		
X	glass shades	Broad	default CPC	default URL
X	motorized blinds	Broad	default CPC	default URL
X	motorized shades	Broad	default CPC	default URL
X	patio shades	Negative		
X	rollup shades	Negative		
X	roman blinds	Negative		
X	roman shades	Negative		
	1 a blinds and wallpaper	Negative		
	14 shades of gray	Negative		
	14 shades of grey	Negative		
	14 shades of grey lyrics	Negative		
	2 blinds	Broad	default CPC	default URL
	2 wood blinds	Broad	default CPC	default URL

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Optimization Proposal

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



nick.steele@selectblinds.com - Online - CSR: gkaye - Google Accounts
14520 - 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 Blocklist

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

+ Wood 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:Wood Window 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:Wood Window Shades}

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

{Keyword:Wood Window Shades}

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

Default maximum CPC: \$1.89

1 - 4 of 4 Keywords.

Keyword	Matching	Max. CPC	Destination URL
wood shades	Broad	default CPC	default URL
wood window shades	Broad	default CPC	default URL
wooden shades	Broad	default CPC	default URL
woven wood shades	Broad	default CPC	default URL

1 - 4 of 4 Keywords.

Mark this Ad Group suggestion as:

Debug Info

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https://www.pacer.gov/.../.../...

n. Organization Proposal

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Optimization Proposal



rick.steele@selectblinds.com • Online • CSR: gkays • Google Accounts
 14920 • 405-249-5043 • 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 Advertisment Blacklist

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

+ Wood 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 suggestions: Δ = Modification, + = Addition, X = Removal

[Keyword: Wood 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: Wood Window Blinds]

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

[Keyword: Wood Window Blinds]

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

Default maximum CPC: \$1.25

1 - 31 of 31 Keywords.

Keyword	Matching	Max. CPC	Destination URL
2 wood blind	Broad	default CPC	default URL
2 wood blinds	Broad	default CPC	default URL
blinds wood	Broad	default CPC	default URL
cheap wood blind	Broad	default CPC	default URL
cheap wood blinds	Broad	default CPC	default URL
colorado wood blind	Broad	default CPC	default URL
colorado wood blinds	Broad	default CPC	default URL
discount wood blind	Broad	default CPC	default URL
discount wood blinds	Broad	default CPC	default URL
online wood blind	Broad	default CPC	default URL
online wood blinds	Broad	default CPC	default URL
real wood blind	Broad	default CPC	default URL
real wood blinds	Broad	default CPC	default URL
sale wood blind	Broad	default CPC	default URL
sale wood blinds	Broad	default CPC	default URL
wholesale wood blind	Broad	default CPC	default URL
wholesale wood blinds	Broad	default CPC	default URL
wood blind	Broad	default CPC	default URL
wood blinds	Broad	default CPC	default URL
wood mini blind	Broad	default CPC	default URL
wood mini blinds	Broad	default CPC	default URL
wood window blind	Broad	default CPC	default URL
wood window blinds	Broad	default CPC	default URL
wooden blind	Broad	default CPC	default URL
wooden blinds	Broad	default CPC	default URL
wooden window blind	Broad	default CPC	default URL
wooden window blinds	Broad	default CPC	default URL
woodwinds blind	Broad	default CPC	default URL
woodwinds blinds	Broad	default CPC	default URL
woven wood blind	Broad	default CPC	default URL
woven wood blinds	Broad	default CPC	default URL

1 - 31 of 31 Keywords.

Mark this Ad Group suggestion as:

Optimization Proposal

https://ads-prod.google.com/ads/campaignmanager/optimization/suggestions...



rick.steele@selectblinds.com • Online • CSR: gkeys • Google Accounts
14920 • 406-248-5040 • Track History • Edit customer
Customer time zone: Mountain Time - Arizona (PDT +00:00)

Rennie 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 Adspem Blacklist

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

+ Vinyl 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: Vinyl Window Blinds]

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

[Keyword: Discount Blinds & Shades]

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

[Keyword: Vinyl Window Blinds]

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

[Keyword: Vinyl Window Blinds]

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

Default maximum CPC: \$1.88

1 - 10 of 10 Keywords.

Keyword ID	Matching	Max. CPC	Description	URL
2 vinyl blind	Broad	default CPC	default URL	default URL
2 vinyl blinds	Broad	default CPC	default URL	default URL
vinyl blind	Broad	default CPC	default URL	default URL
vinyl blinds	Broad	default CPC	default URL	default URL
vinyl mini blind	Broad	default CPC	default URL	default URL
vinyl mini blinds	Broad	default CPC	default URL	default URL
vinyl vertical blind	Broad	default CPC	default URL	default URL
vinyl vertical blinds	Broad	default CPC	default URL	default URL
vinyl window blind	Broad	default CPC	default URL	default URL
vinyl window blinds	Broad	default CPC	default URL	default URL

1 - 10 of 10 Keywords.

Mark this Ad Group suggestion as:

Debug Info

Optimization proposal

https://ads.google.com/... Optimization proposal

Ronnie Castro (AdWords US) | Help | Sign out

Jump to previous customer...

Open tool



rick.steele@selectblinds.com • Online • CSR: pkeys • Google Accounts
14820 • 408-248-5040 • Track history • Edit customer
Customer time zone: Mountain Time - Arizona (PDT +00:00)

Ops Control Center

Campaign Management

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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 > Vertical Blind

+ Vertical 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: Vertical 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: Vertical Window Blinds}

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

{Keyword: Vertical Window Blinds}

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

Default maximum CPC: \$1.89

1 - 89 of 68 Keywords.

Keyword	Matching	Max. CPC	Destination URL
2 vertical blind	Broad	default CPC	default URL
2 vertical blinds	Broad	default CPC	default URL
aluminum vertical blind	Broad	default CPC	default URL
aluminum vertical blinds	Broad	default CPC	default URL
black blind vertical	Broad	default CPC	default URL
black blinds vertical	Broad	default CPC	default URL
blind component vertical	Broad	default CPC	default URL
blind factory vertical	Broad	default CPC	default URL
blind horizontaletc mini venetian vertical	Broad	default CPC	default URL
blind motorized vertical	Broad	default CPC	default URL
blind part repair vertical	Broad	default CPC	default URL
blind patio vertical	Broad	default CPC	default URL
blinds component vertical	Broad	default CPC	default URL
blinds factory vertical	Broad	default CPC	default URL
blinds horizontaletc mini venetian vertical	Broad	default CPC	default URL
blinds motorized vertical	Broad	default CPC	default URL
blinds part repair vertical	Broad	default CPC	default URL
blinds patio vertical	Broad	default CPC	default URL
cheap vertical blind	Broad	default CPC	default URL
cheap vertical 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 vertical blind	Broad	default CPC	default URL
custom vertical blinds	Broad	default CPC	default URL
designer vertical blind	Broad	default CPC	default URL
designer vertical blinds	Broad	default CPC	default URL
discount vertical blind	Broad	default CPC	default URL
discount vertical blinds	Broad	default CPC	default URL
fabric vertical blind	Broad	default CPC	default URL
fabric vertical blinds	Broad	default CPC	default URL
hang vertical blind	Broad	default CPC	default URL
installing vertical blind	Broad	default CPC	default URL
installing vertical blinds	Broad	default CPC	default URL
metallic vertical blind	Broad	default CPC	default URL
metallic vertical blinds	Broad	default CPC	default URL
mini blind vertical	Broad	default CPC	default URL
mini blinds vertical	Broad	default CPC	default URL
remote control vertical blind	Broad	default CPC	default URL
remote control vertical blinds	Broad	default CPC	default URL

GCL006012

CONFIDENTIAL

ATTORNEYS' EYES ONLY

W: Optimization Proposal

https://ads-prod.google.com/ads/management/... OptimizationProposal

Ronnie Castro (AdWords US) | Help | Sign out

Jump to previous customer...

Open tool...



rick.steele@selectblinds.com - Online - CSR: gkaya - Google Accounts
14920 - 409-249-5040 - Tracken 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 | Traffic Estimator | Agreements | My Reports |
Edit Adspam Blacklist

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

+ Venetian 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: Venetian 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: Venetian Blinds)

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

(Keyword: Venetian Blinds)

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

Default maximum CPC: \$1.89

1 - 17 of 17 Keywords

Keyword	Matching	Max. CPC	Destination URL
blind manufacturer venetian	Broad	default CPC	default URL
blinds manufacturer venetian	Broad	default CPC	default URL
cleaning venetian blinds	Broad	default CPC	default URL
venetian blind	Broad	default CPC	default URL
venetian blind retail	Broad	default CPC	default URL
venetian blinds	Broad	default CPC	default URL
venetian blinds retail	Broad	default CPC	default URL
venetian window blind	Broad	default CPC	default URL
venetian window blinds	Broad	default CPC	default URL
venetian wooden blind retailer	Broad	default CPC	default URL
venetian wooden blind retailers	Broad	default CPC	default URL
venetian wooden blinds retailer	Broad	default CPC	default URL
venetian wooden blinds retailers	Broad	default CPC	default URL
wood venetian blind	Broad	default CPC	default URL
wood venetian blinds	Broad	default CPC	default URL
wooden venetian blind	Broad	default CPC	default URL
wooden venetian blinds	Broad	default CPC	default URL

1 - 17 of 17 Keywords

Mark this Ad Group suggestion as:

Debug Info

Optimization Proposal

www.blindswholesale.com	Broad	default CPC	default URL
www.ezblinds.com	Broad	default CPC	default URL
www.hunterdouglas.com	Broad	default CPC	default URL
www.selectblinds.com	Broad	default CPC	default URL

1 - 24 of 24 Keywords.

Mark this Ad Group suggestion as: Approved Declined

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[Debug Info](#)

Optimization proposal



rick.steele@selectblinds.com • Online • CSR: gkaye • Google Accounts
 14920 • 408-249-5040 • [Trakken History](#) • [Edit customer](#)
 Customer time zone: Mountain Time - Arizona (PDT +00:00)

For

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

Campaign Summary > Campaign #4 > Optimization Proposal > URLs, Superlatives, Spelling, etc

+ URLs, Superlatives, Spelling, etc - 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

1 - 24 of 24 Keywords.

Window Blinds & Shades
 Over 100,000 Satisfied Customers
 Free Shipping and Free Samples

Discount Blinds & Shades
 Over 100,000 Satisfied Customers
 Free Shipping and Free Samples

Discount Blinds & Shades
 Wide selection of blinds and shades
 Free Ship & Free Samples. Order Now

Blinds & Shades 87% off
 Get Blinds & Shades up to 87% off
 Free Shipping and Free Samples

Keyword <input type="checkbox"/>	Matching	Destination	
		Max CPC	URL
3day blinds	Broad	default CPC	default URL
best blinds	Broad	default CPC	default URL
best window blind	Broad	default CPC	default URL
best window blinds	Broad	default CPC	default URL
blind galore	Broad	default CPC	default URL
blinds com	Broad	default CPC	default URL
blinds galore	Broad	default CPC	default URL
blinds.com	Broad	default CPC	default URL
blindsgalore	Broad	default CPC	default URL
blindsgalore.com	Broad	default CPC	default URL
blindswholesale	Broad	default CPC	default URL
blindswholesale.com	Broad	default CPC	default URL
ez blinds	Broad	default CPC	default URL
ezblinds	Broad	default CPC	default URL
ezblinds.com	Broad	default CPC	default URL
venitian blinds	Broad	default CPC	default URL
verticle blinds	Broad	default CPC	default URL
windowblinds	Broad	default CPC	default URL
www.blinds.com	Broad	default CPC	default URL
www.blindsgalore.com	Broad	default CPC	default URL

REDACTED

-----Original Message-----

From: Rick Steele [mailto:rick@lowestmortgage.com]
Sent: Thursday, February 12, 2004 12:28 PM
To: Greenspon, Susan
Subject: FW: [#6898887] Campaign #4 Negative Keywords

Here's some correspondence...It references the optimization Google performed

-----Original Message-----

From: Kristina C. [mailto:kristina.c@google.com]
Sent: Thursday, February 05, 2004 11:17 AM
To: rick@lowestmortgage.com
Cc: dana.k@google.com
Subject: [#6898887] Campaign #4 Negative Keywords

Hello Rick,

I understand that in my previous email I failed to send you the spreadsheet with my negative keyword suggestions. I apologize for the inconvenience.

In summary:

Column A contains negative keywords that you already had in your Ad Group #1. We suggest deleting negative keywords that are marked in red, because we think that they are actually relevant to your site.

Column B contains additional negative keywords you might want to consider adding to your Ad Groups. For your convenience, we can add all of the negative keywords at the Campaign level.

Please feel free to email us if you have additional questions or concerns.

We look forward to providing you with the most effective advertising available.

Sincerely,

Kristina
The Google AdWords Team

CONFIDENTIAL

ABWF005522

EXHIBIT 6
Richard Steele
9/14/06
insteno.com