EXHIBIT 15

Page ⊕ Site ⊕ Sentence ⊕

https://adwords.google.com/select/qbb.html

Project page
Leave feedback / Report bug
history-browser-users@google.com
HB bookmarklet
ym(r11:25370 Borg Sigma ym-i/history/hb/2

Google History Browser Go

https://adwords.google.com/select/qbb.html (277 results) Open in DigDug
Alternatives: https://www.adwords.google.com/select/qbb.html (16) http://adwords.google.com/select/qbb.html (11)
☑Show images ☑base+xbase (267) ☐daily+fddaily (10) ☐instant (0)

show second pane ⊞

Page ⊕ Html ⊕ Boilerplate ⊕ PageDiff ⊕ Copy patterns ⊕ Anchors ⊕ Internal ⊕ Snippet segment ⊕ Shingles (archive) ⊕ Shingle server ⊕

15 Jul 2005 00:00:00 UTC (base)

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What are the AdWords keyword status changes?

In the coming weeks, we'll simplify our keyword status system and introduce quality-based minimum bids, giving you more control to run on keywords you find important.

How it works

Each keyword will now be assigned a minimum bid that is based on the quality (also called Quality Score) of your keyword in your account. If your keyword or Ad Group's maximum cost-per-click (CPC) meets the minimum bid, your keyword will be active and trigger ads. If it doesn't, your keyword will be inactive and will not trigger ads.

Key changes

- The keyword statuses normal, in trial, on hold, and disabled will be replaced with active (triggering ads) or inactive (not triggering ads). In addition, accounts will no longer be slowed. Currently, accounts are slowed when they don't meet our performance requirements and your ads appear rarely for your keywords.
- New keywords will no longer be disabled or have a minimum clickthrough rate (CTR) threshold. Instead, your keyword will trigger ads as long as it has a high enough Quality Score (determined by your keyword's CTR, relevance of ad text, historical keyword performance, and other relevancy factors) and maximum CPC.
- Ad Rank, or the position of your ad, will continue to be based on the maximum CPC and quality (now called the Quality Score).
- Remember: The higher the Quality Score, the lower the CPC required to trigger ads, and vice versa.
- You can move an inactive keyword to an active state and show ads by (1) improving its Quality Score through optimization, or (2) increasing its maximum CPC to the minimum bid recommended by the system.

What you should do before implementation

If you're happy with your current keyword list, there's no need to make any changes. However, if you have any on hold keywords that you don't want to trigger ads, we suggest you delete them from your account. This is because any keywords with a high enough Quality Score and maximum CPC could be activated and accrue ad clicks. You can use our Find and Edit Keywords tool, available in your account's Tools page, to quickly search for and delete any keywords in your account.

Managing your account after implementation

We'll email you and post an announcement in your account after we implement these changes. You should then log in to your account and monitor your keywords' performance under these new guidelines. Any disabled keywords at the time of implementation will remain labeled as disabled in your account. After a few weeks, we'll delete them. This short interval gives you the opportunity to review your disabled keywords and re-activate them.

Quality remains the most important factor in determining your keywords' performance. So to ensure your ads are optimized for performance, we suggest you continue to improve your keywords and ad text for relevancy. Here are some resources that will help:

- How to create a targeted keyword list.
- Optimization Tips page.

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