

REVEALED: The Missing Piece of the AdWords Puzzle!



How to Use [Dynamic ROI Optimizer](#) to Lower Click Costs While Maximizing Profits on Google AdWords

“Tell [This Software](#) How Much Profit You Want to Make from Your AdWords Campaigns... and It Does it For You Automatically – Everytime Once You've Set It!”

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The Missing Piece – AUTOMATION!

If you haven't already heard about [Dynamic ROI Optimizer](#) from Intelli-Response, you will soon hear huge buzz about it in the Internet Marketing world.

Affiliate Classroom was lucky enough to get in on the beta testing of this Google AdWords Keyword Tracking Tool. And to put it mildly, we were delighted with the results. [Dynamic ROI Optimizer](#) is both a remarkable moneymaker AND time-saver!

If you're using Google AdWords, [Dynamic ROI Optimizer](#) will save you thousands of dollars and hundreds of hours of time.

In our testing, we have found this tool to be the single best solution for AdWords users who want to:

- Reach profit goals in the shortest possible time
- Track visitors in real time through your site
- Minimize your AdWords expenses so you can make some big money this year!

It doesn't matter which AdWords product or course you purchase – in the end, you can't get around the bare fact that you must test and track your campaigns - and spend time tweaking and managing them until you get them at maximum ROI (Return on Investment).

And like us, we're sure you don't enjoy spending time on that! Well until now, you had no choice. If you wanted your Google AdWords to be profitable, you had to keep a consistent watch on your ads.

Until [Dynamic ROI Optimizer](#) came on the scene!

To put it briefly, Dynamic ROI Optimizer does everything that you personally don't want to spend time doing – it takes all the tedious work out of managing your Google AdWords ads!

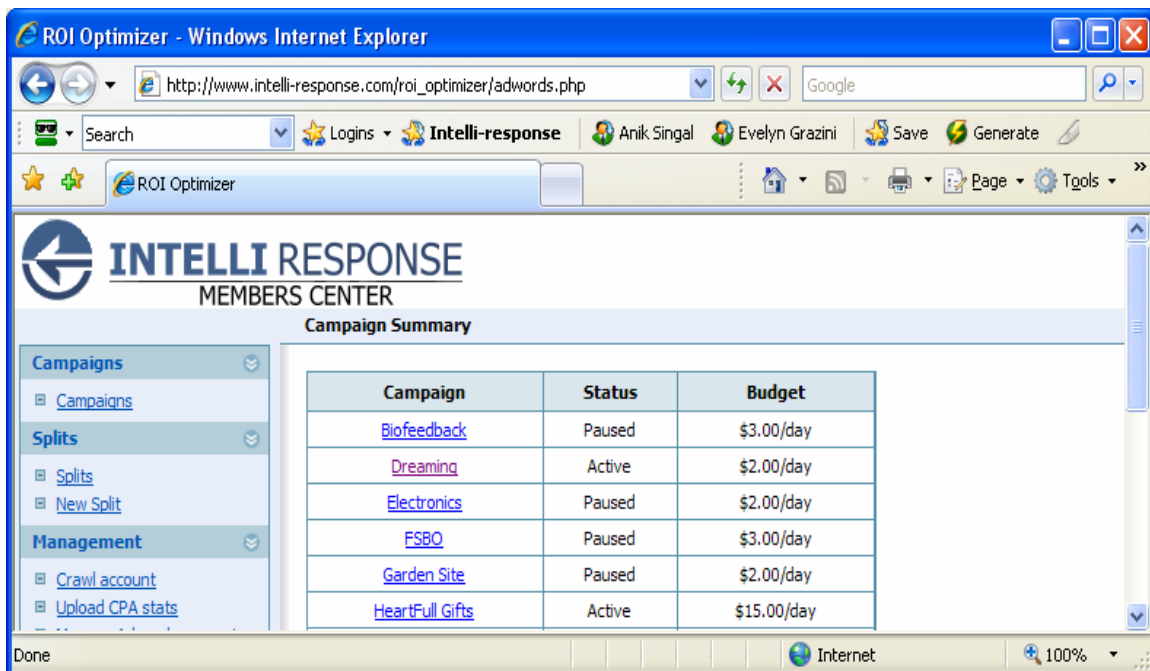
In this report we're going to show you, with screenshots, how this is possible.

Dynamic ROI Optimizer actually **MANAGES** your Google AdWords **FOR** you!

Here are a couple of examples of what [Dynamic ROI Optimizer](#) does:

1. When you initially set it up, the software will "crawl" your AdWords account. This **automatically inputs all of your Google information into the [Dynamic ROI Optimizer](#) tool** – there is no manual re-entry for you to do. It's all done immediately!
2. After the account is crawled, you can select which accounts you want to track - or track all of them. Either way, **they will all be listed in separate, easy to locate rows under the Campaign Summary tab.**

Take a look. Here are six AdWords campaigns we're now tracking in [Dynamic ROI Optimizer](#):



The screenshot shows the 'Intelli Response Members Center' interface. The main content area is titled 'Campaign Summary' and displays a table with the following data:

Campaign	Status	Budget
Biofeedback	Paused	\$3.00/day
Dreaming	Active	\$2.00/day
Electronics	Paused	\$2.00/day
FSBO	Paused	\$3.00/day
Garden Site	Paused	\$2.00/day
HeartFull Gifts	Active	\$15.00/day

After you've crawled your account, you click on the Campaign you want to view. All of your keywords will be displayed and you can now manage within the [Dynamic ROI Optimizer](#) system.

Now if you're one of those people who prefers to do your campaign management inside the AdWords system, you can. Our testers preferred the [Dynamic ROI Optimizer](#) interface to the AdWords interface, but that's a personal decision.

So if you like the AdWords interface better, just work in there, then crawl your account again after making any changes in AdWords. [Dynamic ROI Optimizer](#) will sync them up for you, then tie everything into its automation system.

The screenshot shows the Intelli Response Members Center interface. The main content area displays a list of keywords for the 'Lucid Dreaming' campaign. The table below represents the data shown in the screenshot.

Keyword	Status	Formula	Max CPC	Clicks	Actions	%	Average Clicks	Average Actions	Average %	Profit	Profit Per click
<input type="checkbox"/> "lucid dreaming training"	Normal	Ad Group Default	\$0.15	0	0	/	0.00	0.00	/	0.00	0
<input type="checkbox"/> [lucid dreaming training]	Normal	Ad Group Default	\$0.15	1	0	/	1.00	0.00	/	-0.04	-0.04
<input type="checkbox"/> lucid dreaming trick	Normal	Ad Group Default	\$0.15	0	0	/	0.00	0.00	/	0.00	0
<input type="checkbox"/> [lucid dreaming trick]	Normal	Ad Group Default	\$0.15	0	0	/	0.00	0.00	/	0.00	0
<input type="checkbox"/> "lucid dreaming trick"	Normal	Ad Group Default	\$0.15	0	0	/	0.00	0.00	/	0.00	0
<input type="checkbox"/> [lucid+dreaming]	Normal	Ad Group Default	\$0.15	19	2	10.53	22.00	2.00	9.09%	-2.68	-0.14
<input type="checkbox"/> "lucid+dreaming"	Normal	Ad Group Default	\$0.15	3	0	/	3.00	0.00	/	-0.31	-0.10
<input type="checkbox"/> lucid+dreaming	Normal	Ad Group Default	\$0.15	0	0	/	0.00	0.00	/	0.00	0
<input type="checkbox"/> -sex											
<input type="checkbox"/> "simple lucid dreaming"	Normal	Ad Group Default	\$0.15	0	0	/	0.00	0.00	/	0.00	0
<input type="checkbox"/> simple lucid dreaming	Normal	Ad Group Default	\$0.15	0	0	/	0.00	0.00	/	0.00	0
<input type="checkbox"/> [simple lucid dreaming]	Normal	Ad Group Default	\$0.15	0	0	/	0.00	0.00	/	0.00	0
<input type="checkbox"/> [techniques for lucid	Normal	Ad Group Default	\$0.15	0	0	/	0.00	0.00	/	0.00	0

In the picture above, we clicked on the "Dreaming" Campaign and then on the "Lucid Dreaming" Ad Group and brought up all of our

keywords. See how they are displayed similar to AdWords? This makes the learning curve of the software VERY minimal.

Note: Our numbers may be much smaller than your usual AdWords account, due to the short testing time frame.

Now we can start tracking AdWords keywords! On the screen on the prior page, we see how many clicks we've received on each keyword as well as the Max cost per click and the Status of the Keyword.

Of course these are things that Google AdWords will also tell you. But do you notice that there are many more columns in [Dynamic ROI Optimizer](#) - including the Average Actions and the Profit per Click? These numbers are determined by a formula you create according to your goals.

Bottom line is, Google AdWords will not tell you your profit percentage at every stage of your campaign - but [Dynamic ROI Optimizer](#) will!

Tell Dynamic ROI Optimizer How Much Profit You Want to Make from Your AdWords Campaigns... and It Does it For You Automatically – Everytime Once You've Set It!

Okay, so how do you set up this profit formula? The software gives you a place where you basically tell it how much money you want to make! (You can also tell it how many sign-ups you want to receive for your advertising dollars, etc.)

Then [Dynamic ROI Optimizer](#) figures out the conversion rate per keyword, and it will increase or lower your bid after a certain number of clicks have been tracked!

Basically, [Dynamic ROI Optimizer](#) **dramatically** reduces your per click costs – in real time!

Now if you think that “setting up a profit formula” sounds difficult, there’s good news. It’s an incredibly simple process, and when you get your subscription you’ll have access to a step-by-step instruction video that shows you exactly what to do.

Here's a short example so you can see how it works:

- Decide how much profit you need to make on your product.
- Click on the "Set Formula" tab.
- Enter your item's sale amount (i.e. \$50.00).
- If you want a 50% Profit Margin, enter your desired profit amount (\$25).

You can use pre-set formulas to track CPA, Profits, ROI or Profit Optimization – just plug in the numbers. Here’s a picture of some of the formulas you can set up in [Dynamic ROI Optimizer](#):

Choose The Formula Below
<input type="checkbox"/> CPA Optimization - $(\text{desired CPA}) * (\text{average conversion rate}) = \text{max bid}$
<input type="checkbox"/> Profit Margin Optimization - $(\text{average sale amount} * (1 - \text{desired profit margin})) * (\text{average conversion rate}) = \text{max bid}$
<input type="checkbox"/> ROI Formula - $(\text{average sale amount}) * (\text{average conversion rate}) / \text{desired ROI} = \text{max bid}$
<input type="checkbox"/> Profit Optimization Formula - $(\text{average sale amount} - \text{desired profit}) * (\text{average conversion rate}) = \text{max bid}$

Let’s repeat again, just so you realize how much of an edge [Dynamic ROI Optimizer](#) gives you on your AdWords competition:

[Dynamic ROI Optimizer](#) will automatically decrease your costs per click based on the results that are coming out of your advertising!

It will automatically change your bid prices so that you are profitable all of the time.

Instead of Just Increasing Your Profits... You'll See MASSIVE Increases in Profits.

Most people who have been doing Internet Marketing for a while know that 80 percent of the keywords entered into AdWords are not profitable. Only 20 percent – or less – will be real winners. And very often, it takes TIME for the winners to rise to the top.

[Dynamic ROI Optimizer](#) speeds up this process considerably. Based on the results of the keywords, **the system will automatically lower bids on unprofitable keywords and put that money into the ones that are showing success!**

That's correct, the software is always working to ensure that your profit goals are met.

Now if you were to track everything manually in your AdWords account, these numbers would be very difficult to determine. Some people spend countless hours juggling keywords and bid prices just to stay ahead of the competition - hours that would be better spent on other marketing efforts!

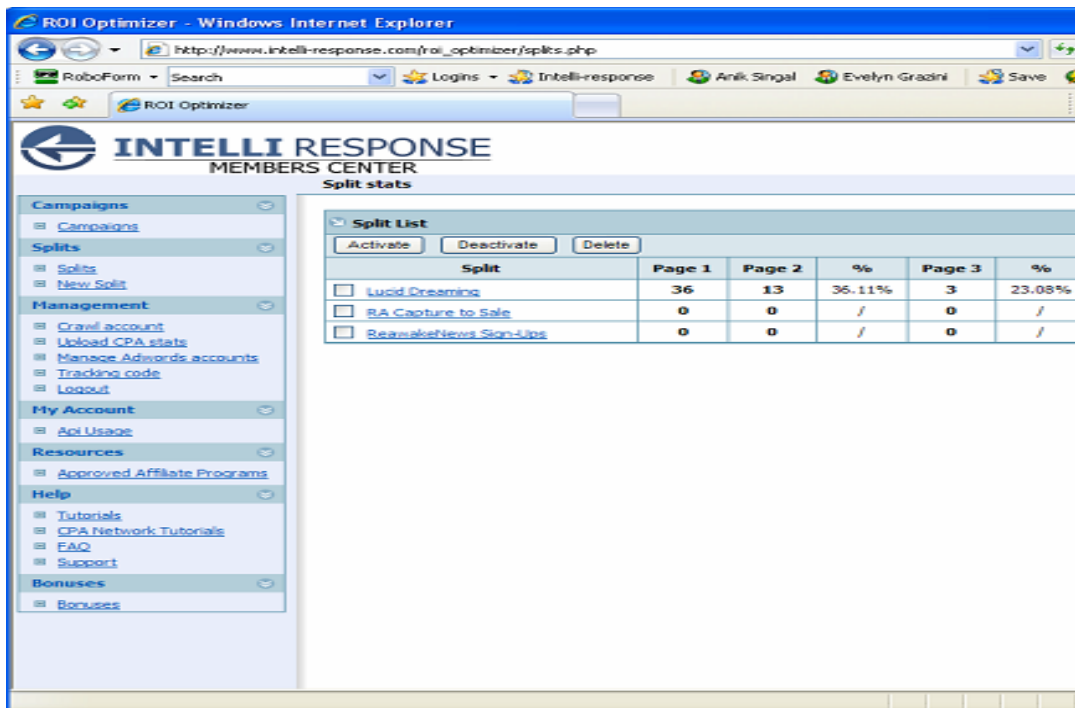
How would you like to know EXACTLY where you are losing your customers?

Finally, we just want to point out another feature of [Dynamic ROI Optimizer](#) that impressed our testers. **It tracks visitors through your web site – from the squeeze page to the sales page (or whatever you want), so you know exactly where you are losing customers.**

This service is possibly even more valuable than the profitability check on your keywords. And again, it's as simple as setting up a split test and tracking your web page visits.

For example: We set up a split to track the number of people who come to a page, and then went on to a “dreaming information page.”

Since the screen shot’s a little hard to read, we’ll explain further below.



The screenshot shows the ROI Optimizer web interface. The main content area displays a 'Split List' table with the following data:

Split	Page 1	Page 2	%	Page 3	%
<input type="checkbox"/> Lucid Dreaming	36	13	36.11%	3	23.08%
<input type="checkbox"/> BA Capture to Sale	0	0	/	0	/
<input type="checkbox"/> BeamableNews Sign-Ups	0	0	/	0	/

This shows that for the dates selected, 36 people visited the name capture page (Page 1) from the AdWords Ad, 13 of them went on to view more information on Dreaming (Page 2), and 3 of them went on to the sales letter for the Dreaming book (Page 3). **You can track 15 pages if you wish.**

You could also track how many people order, where they visited before they ordered, or how many people signed up for your newsletter! Any steps you want to track, you can. This is POWERFUL information, especially because of the Google Slap.

Since Google has made it harder to use squeeze pages, many people now have a sign-up page on their home page. If visitors are coming to the home page and are not signing up for the freebie, wouldn't you want to see where they go next? If it isn't another one of

your pages, you may want to make some changes to keep them on your site longer.

So [Dynamic ROI Optimizer](#) will also tell you EXACTLY – at what step of your process – your visitors either purchase from you, or go elsewhere!

If you've struggled to get the kind of results that a lot of AdWords gurus promise, [Dynamic ROI Optimizer](#) could change your fortunes overnight. It's the "missing piece" that makes huge AdWords profits possible for everyone!

Not only will [Dynamic ROI Optimizer](#) manage your entire Google AdWords accounts FOR you – consistently managing your bids to increase your profits – but it also lets you see exactly what your visitor is doing on your site.

That deals a one-two punch to any competitor who *isn't* using [Dynamic ROI Optimizer](#)!

As an Affiliate Classroom Subscriber, You Can Get a HUGE 50% Discount on Dynamic ROI Optimizer - For LIFE!

Dynamic ROI Optimizer has not yet launched. The service won't be available until next week. However, as always, we're taking care of our subscribers!

Affiliate Classroom has talked the [Dynamic ROI Optimizer](#) team into allowing YOU to be among the first ones to start using their system.

Not only can you start TODAY (before the system even officially launches), but we've gotten you 50% off the price!

Next week, [Dynamic ROI Optimizer](#) is going to be a \$97/month service. But as an AC subscriber, you can join this week only for only \$49.95/month (you pay \$97 for the first month, then \$49.95 after that).

So if you hear other people telling you how great [Dynamic ROI Optimizer](#) is, remember, we've been BETA testing this system for over 2 months now. We've fully tried it and are now using it for our own sites.

On top of that, we've arranged for YOU to be among the first to use this system and get 50% off for LIFE of the account!

Be sure to join before the week is out, because when they officially launch, the 50% off discount is gone.

You MUST use THIS link to join:

[Dynamic ROI Optimizer](http://www.intelli-response.com/ac/) - <http://www.intelli-response.com/ac/>

Also, feel free to pass this report and link on to your friends if you would like – Affiliate Classroom would like to extend this discount not only to our subscribers, but to all your friends/family as well.

Thanks for reading!

Affiliate Classroom Beta Testers