

PPC STRATEGY TEMPLATE

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CAMPAIGN NAME	
AD KEYWORDS	NEGATIVE KEYWORDS
AD VARIATION A	
Headline 1	
Headline 2	
Description 1	
Description 2	
Path 1	
Path 2	
Final URL	
AD VARIATION B	
Headline 1	
Headline 2	
Description 1	
Description 2	
Path 1	
Path 2	
Final URL	

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Description 1	
Description 2	
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Path 2	
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AD VARIATION B	
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Description 1	
Description 2	
Path 1	
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Path 2	
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