EUROPEAN INFORMATION TECHNOLOGIES CERTIFICATION INSTITUTE, ASBL.

Brussels, Belgium, European Union

# CERTIFICATE

## Maciej Woch

Has successfully completed test requirements of
The European Information Technologies Certification Programme

## EITC/BI/GADW Internet advertisement and marketing fundamentals (Google AdWords)

**Certification Programme examination result:** 66.67%

**Certification Programme description:**

Internet marketing: Internet usage statistics, types of advertising, e-advertising formats, advantages and disadvantages of online advertising; Google; Google AdWords system: video ads, ads displaying and scheduling; The first campaign in the Google AdWords: account types, account activation, campaigns, keyword management, fundamental principles for text ad creation, keyword matching; Campaign targeting in Google AdWords system: contextual targeting, targeting on the search results pages, placement targeting, language and location targeting; targeting on users, custom targeting; Google AdWords ads effectiveness testing: keyword relevance, CTR, reporting, conversions; Costs and payments in Google AdWords system: ads emission methods, methods of payment, rates matching, billing process, billing cycle, charges; Optimize Google AdWords account: ads displaying, positioning preferences, ads scheduling; Google AdWords Tools: keyword suggestions, sites and categories exclusions, Campaign Optimizer, visits forecast, ads diagnostic, AdWords Editor application; Google Analytics; Client accounts management in Google AdWords system

**Certificate Programme version/revision: EITC/BI/GADWv1r3**

CERTIFICATE ID: **EITC/BI/GADW/MDN22004547**

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