



## **Module Five**

### **Lesson Three - Tweaking Ads**

In order to get a sense of which ads are truly performing best, when you create the ads, always choose to run them evenly, rather than running the one that gets the most leads. This will be an option when you are setting them up. The reason for this is that though Bing can tell you which ads are generating more leads, they can't tell you which ones are generating more sales. Some ads might bring in fewer leads, while others bring in more sales. You want to evaluate this yourself once you've got enough data. If one ad is performing better than another ad, make some changes to the text and see if you can improve its performance. Allow it to run for a few weeks, and then check back and repeat the cycle. This way you will always be improving.