



Action Plan – Module 6

MSN Adcenter

1. Create a MSN Adcenter account (if you have not already).
2. Go through the help section of MSN Adcenter as this is the best place to get a full education on MSN Adcenter's search and content network.
3. Create a campaign for the MSN Adcenter network for whatever you want to promote. Split the search and the content networks into separate campaigns.
4. Create your ad groups, ads and put in your targeted keywords for each targeted ad group. Do not place more than 20-25 keywords per ad groups.
5. Set ads to rotate evenly and set a daily budget.
6. Make sure that your affiliate links are coded to tell your tracking mechanism (i.e. Tracking202) that the traffic is coming from MSN Adcenter.
7. Run traffic and analyze keywords that are performing. Keep the winners and dump the losers. (Losers can also be placed in their own ad group to see if there is any life for them with a better, more specific ad.)
8. Analyze winning keywords and increase bids for more traffic or desired gross margin. Continue to add more related keywords and keep dumping the losers.
9. Analyze profitable ad groups on MSN Adcenter content network and adjust bids to get desired gross margins. Lower bids on money losing ad groups or shut them off.
10. Repeat and rinse by adding more and more keywords.