

## GOOGLE ADWORDS

*Describes the problem of using contextual advertising in moving goods through the Internet in Ukraine. Means of automating Google Adwords system for monitoring the campaign are analyzed. The effects are shown and the mechanism of improvement in the search system is proposed.*

Google Adwords

Adwords [6].

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[1].

( , ω), - ( ) ; ω - , ω : H<sub>i</sub> → H<sub>j</sub>, i, j = 1, 2, ..., i ≠ j

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:

$$H = H_0 \cup H_1 \cup H_2 \cup H_3; \quad (1)$$

$$H_0, H_1, H_2, H_3 \neq O,$$

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[3; 4; 5].

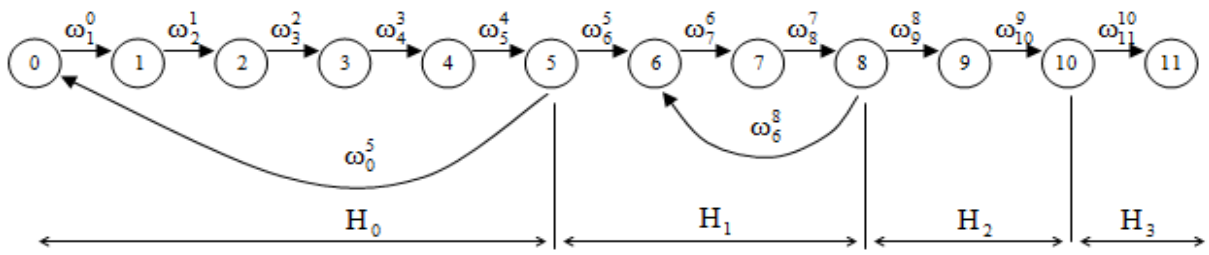
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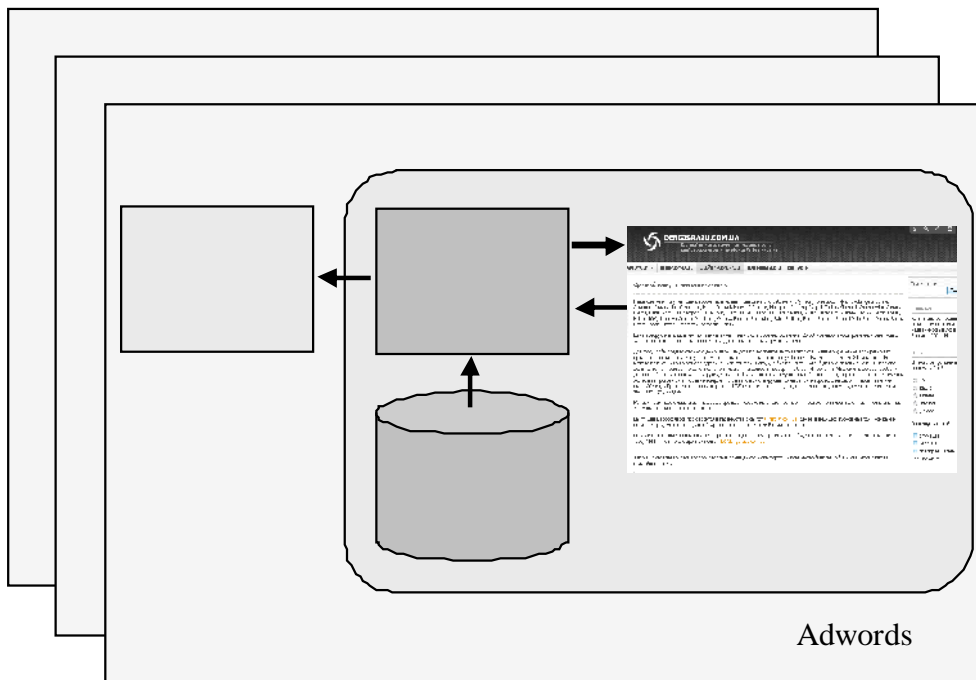
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.2.

2. Goldman Sachs: [On-line] [http://itc.ua/news/goldman\_sachs\_naibolshhee\_vliyanie\_na\_prodazhu\_tovarov\_v\_internete\_okazyvayut\_poiskovye\_sistemy\_52767]. - Google Adwords, 2009. - 432.

3. [On-line] [http://itcpublishing.com/salespdf/download/free/78]. - 1993. - 186.

4. [On-line] [http://itc.ua/news/goldman\_sachs\_naibolshhee\_vliyanie\_na\_prodazhu\_tovarov\_v\_internete\_okazyvayut\_poiskovye\_sistemy\_52767]. - Google Adwords, 2009. - 304.

5. [On-line] [http://itc.ua/news/goldman\_sachs\_naibolshhee\_vliyanie\_na\_prodazhu\_tovarov\_v\_internete\_okazyvayut\_poiskovye\_sistemy\_52767]. - Google Adwords, 2009. - 224.

6. [On-line] [http://itcpublishing.com/salespdf/download/free/78]. - 1993. - 186.

1. [On-line] [http://itcpublishing.com/salespdf/download/free/78]. - 1993. - 186.

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**Keywords:** product, the Internet, contextual advertising, action advertiser, virtual desktop, the system is Google Adwords.

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