

Google Ad's

I would like opinions on the effectiveness of Google ads, with regards to promoting an e-commerce business.

I manage an on-line buying website and have invested monthly on google ad's to push potential buyers to our website. It is always difficult to gauge those persons that purchased as a result of the google ad .. when asking they either say search engine or internet. That is why I am asking for opinions of other's that have used it or are currently using google ads.

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