

## PPC copy for WinZip – 3 ads

#1 – Improved file security

**Headline** – Protect Your Sensitive Data **(27)**

**Subhead** – No More Accidental Sharing **(26)**

**Body** – Secure files before you zip and share, with new banking-level security features. **(80)**

**CTA** – Save 70%-Upgrade Now **(20)**

#2 – Ability to unzip files

**Headline** – Enjoy Headache-Free Unzipping **(29)**

**Subhead** – Save Money, Save Time, Act Now **(30)**

**Body** – Unzip files faster than ever. Unzip files with the greatest of ease. And save \$. **(80)**

**CTA** – Save 70%-Upgrade Now **(20)**

#3 – Both features together

**Headline** – Unzip Files Quicker and Easier **(30)**

**Subhead** – Improved Banking-Type Security **(30)**

**Body** – Just say NO to online hackers. And say YES to unzipping files faster and easier. **(80)**

**CTA** – Save 70%-Upgrade Now **(20)**