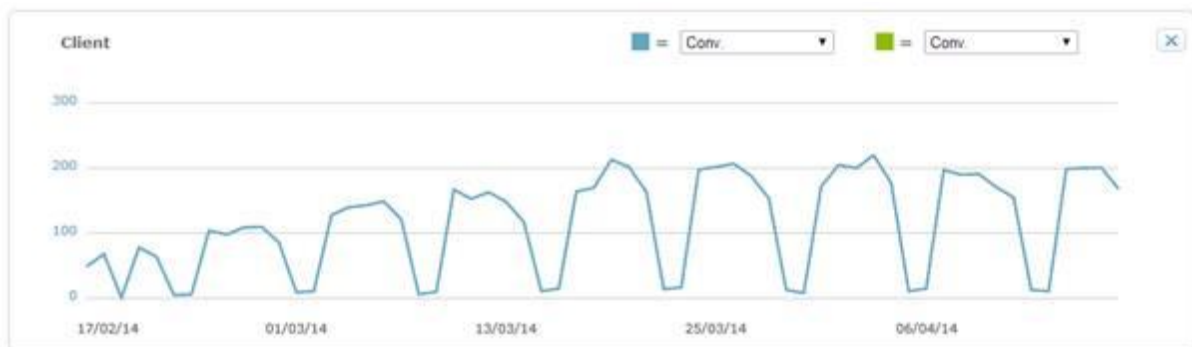




## ***Delivering professional and efficient PPC advertising solutions for your business!***

### ***Increase Return on Investment***

We specialise in PPC profit optimisation projects and help advertisers identify high spending parts of their campaigns with no revenue activity and efficiently redistribute funds to profitable sections of PPC accounts. Our profit optimisation checks ensure that every PPC click delivers maximum value to advertiser's sites and prevent ads from showing to unproductive, low quality audiences.



### ***Increase Revenue***

Advertisers use our services to identify new business opportunities and generate higher revenue performance in their PPC accounts. We provide advice on how to strategically raise investments across top sellers, new products/services, high AOV or high ROI campaign elements to see uplifts in revenue results.



### ***Increase New Customers***

We help advertisers understand which parts of their PPC campaigns generate the most acquisitions online and which keywords and ad messages are driving the new customer prospects to their websites. We can measure new customer activity by network, target location, time of the day, weekdays and many other dimensions to ensure that businesses know their audience well.

### Lift Website Traffic

Many businesses are looking to expand their campaign reach online and need help with profitable traffic expansion. We are experts in introducing new PPC features, technologies that drive more traffic to companies' websites and finding quick traffic increase solutions based on advertisers' keyword data across PPC campaigns. We help businesses lift visits across Google search, display and mobile networks.



### Data & Conversions Tracking Solutions

We provide advice on conversion tracking setup and educate our clients on conversion types and website activity they can track to make informed decisions when it comes to increasing revenue and profits. With our service, advertisers track 100% of their ad investments and understand the true revenue value from every click generated via PPC campaigns.

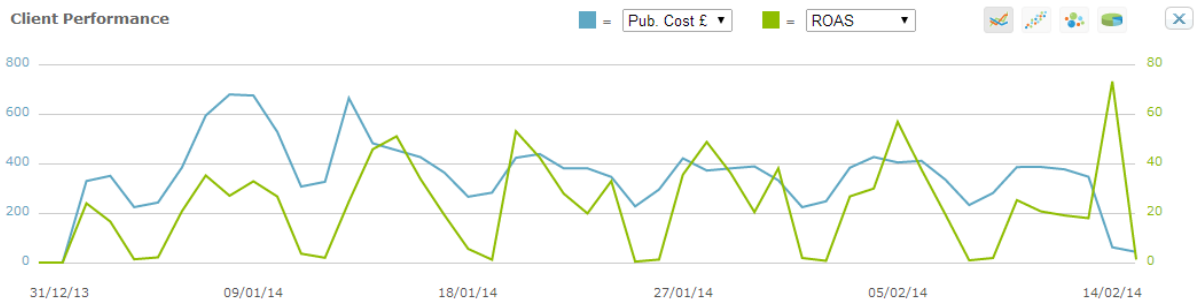
**New Conversion** Settings Next steps

Conversion name

Source  Web page  
 Call on-site  
 Mobile or tablet app  
 Calls from ads using call extensions  
 Import

### Decrease Ad Cost

We specialise in ad cost reductions without negative impact on revenue performance. Our strategic cost optimisation programs are tailored to every client and are applied in all unprofitable campaign areas where advertisers are not driving any sales. In addition to that, we also offer campaign structure optimisation services where we improve click through rates and reduce average cost per click prices. PPC ad messages and ad group strategy gets reviewed and replaced with more targeted alternatives for maximum results.



### Advertise locally or globally

Businesses can use our services to expand their targeting set up and start connecting with new customers across wider markets or extend their reach globally via pay per click campaigns. We help brands target other countries in different languages and local ad messages for best results.

### PPC Automation

Large ecommerce websites with high volume product inventories need automation and 3d party bid and product management software to save time and efficiently manage high volumes of PPC campaigns. We provide consultancy for 3<sup>rd</sup> party bidding systems such as Kenshoo and Marin and help companies setup automation solutions tailored to their business models and product feed structure for best results. Additionally we are also experienced in Marin API software, which allows advertisers to dynamically design and manage large sets of products online and automate ad copy and keyword design process.

#### Account Management

Use the account management services to manage customer accounts and invitations.

[Learn More](#)

#### Campaign Management

Set up bids and budgets for your AdWords campaigns.

[Learn More](#)

#### Ad Management

Programmatically manipulate your ads.

[Learn More](#)

#### Reporting

Use the reporting services to efficiently retrieve performance statistics.

[Learn More](#)

### PPC Mobile Advertising

We help brands advertise on mobile phones and other high end mobile devices and target customers locally when they are looking for stores and shops in their area. Apart from mobile PPC ads, we also set up mobile ad sitelinks, which take customers directly to the information on your site they need. Advertisers can also use our service to have mobile app extensions enabled on their mobile ads so customers can download it directly from Google or set up click-to-call extensions, which allow customers call business from a single mobile search.



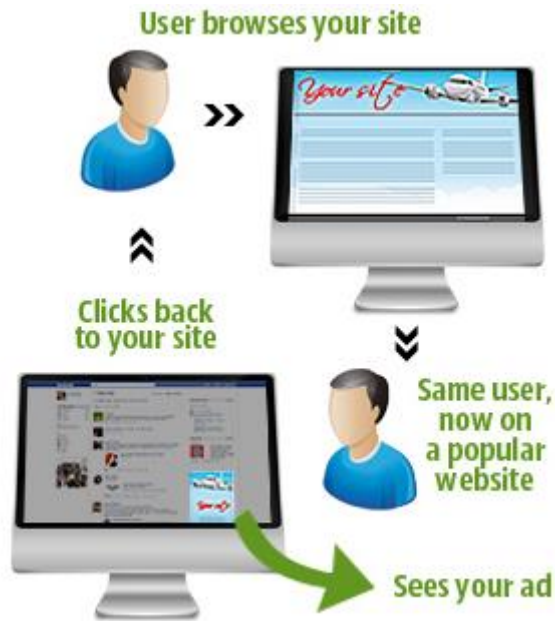
### ***PPC Display/Banner Advertising***

Many businesses are looking for ways to enhance their brand awareness campaigns and increase brand reach and visibility online. Our services offer quality display advertising solutions, which allow advertisers to promote their products or services across thousands of websites within the Google network, reach audiences at the beginning of the conversion funnel and most importantly introduce their brand to new potential customers. We help businesses design efficient display strategies and engaging banner ads and target web users with visually dynamic content.



### ***Remarketing***

Retargeting strategies have become powerful tools in generating new customers and are used by a large number of advertisers in the UK to enhance online revenue results. Customers work with us on remarketing strategies on search (text ads - RLSA) and display (banner ads) networks to retarget customers who previously interacted with their websites and left without buying. We use remarketing solutions not only for site visitors who viewed certain landing pages, added items to online baskets and abandoned sites during a checkout process but also for users who converted (cross selling tactics), completed an online sign up/registration and many more instances. Remarketing allow advertisers apply smarter investments and more targeted messaging to users who in some way expressed interest in buying their products or services.



### ***Fix Account Disapprovals & Editorial Issues***

We help advertisers troubleshoot account issues such as campaign, keyword or ad status problems, deal with campaigns, which are not serving any ads on google and assist with ad and keyword editorial issues. Many PPC accounts are suffering from low quality scores, which prevent ads from showing on live search result pages and in those cases we can help restructure keyword and campaign strategy and help businesses get more clicks online

### ***PPC on Bing/Yahoo & LinkedIn***

Customers work with us on PPC campaigns across Bing/Yahoo and LinkedIn networks to achieve better brand visibility and increase conversion rate performance online. Even though the Bing/Yahoo search engine generates much lower search volumes, (accessed by only 35% of web users) it generally delivers stronger revenue results at a low cost per sale therefore it's a good source of leads and profits for many businesses and should be a part of online targeting strategies as a quick win.

