



# PPC Search Advertising

At AD1 Agency, we make it possible for businesses to compete online by placing their websites higher in Google search results. Why is it important to rank higher in Google? Well, more than 90% of consumers search on Google before making a buying decision. AD1 Agency helps your client's website rank higher, beat their competition, and drive more sales.



## THE PROCESS

### ⦿ SITE ASSESSMENT AND INTAKE

We audit the website, online presence of the business and gather information about your target audience and goals.

### ⦿ KEYWORD RESEARCH AND AD GROUPS

We will do comprehensive keyword research, ad group creation and bid management for your campaign. In addition, we can prioritize keywords based on your feedback.

### ⦿ CREATING COMPELLING ADS

Based on keyword research, our team of PPC Advertising strategists will create relevant ads targeting the keywords that are present in the tightly themed ad groups. Ads can be customized to showcase business locations, contact information, service pricing, and more.

### ⦿ AUTOMATED REPORTS

Weekly and monthly PPC performance reports are sent out automatically to keep you informed about the results we've achieved.

## KEY FEATURES

- ⊙ **Multilingual PPC ADS Specialists**  
 PPC ADS team fluent in English (US, Canada, Australia, UK, Malaysia) Persian, Turkish, Arabic
- ⊙ **Strategy**  
 Our PPC team builds a strategy for the campaign with a focus on keywords, landing pages, and performance.
- ⊙ **Artificial intelligence (AI) Booster**  
 Smart AI to manage your bids and budget. With AI we have seen a boost in performance for 83% of the account.
- ⊙ **Boost Profits**  
 You can see 20% to 80% increase in Profits and ROI after working with us.  
 Audience Analysis in linked in
- ⊙ **Audience Research**  
 We identify the audiences that are most likely to have an active interest in what you offer
- ⊙ **Discovery**  
 We connect with each client to learn about their expectations and their history with pay-per-click campaigns.
- ⊙ **POCKET FRIENDLY CHARGES**  
 We offer comprehensive, high-quality PPC advertising at reasonable prices. Unlike competitors, we don't charge any account setup fees!
- ⊙ **EXPERIENCE AND TECHNOLOGY**  
 We've helped over 25,000 businesses improve their paid search performance and managed over \$80 million in Paid Ad Campaigns so far. This experience, coupled with our industry-leading AI technology, gives us access to vast amounts of data that keeps us the competitive edge over other PPC providers.
- ⊙ **COMPLETE TRANSPARENCY AND MEASURABLE RESULTS**  
 Our powerful reporting dashboard shows exactly where your PPC dollars are going. Every PPC task performed is reported in real-time to track progress and clearly outline value.
- ⊙ **CAMPAIGN MONITORING**  
 AD1 agency monitors every PPC campaign to identify areas of improvement. We also provide automated weekly and monthly updates on campaign performance to ensure your goals are being met.

## OUR PRICING

All plans include FREE dashboard, website form lead tracking, review widget to get more positive reviews, automated weekly & monthly reporting and customer support via email, chat & phone.

PPC Search Traffic	PPC Search Standard	PPC Search Power	PPC Search Dynamic	PPC Search Ultimate
₹ <b>395</b> <small>MO</small>	₹ <b>690</b> <small>MO</small>	₹ <b>1342</b> <small>MO</small>	₹ <b>2117</b> <small>MO</small>	₹ <b>3802</b> <small>MO</small>
Ideal for campaigns with small monthly ad spend budget (up to \$1500/mo).	Ideal for campaigns with small monthly ad spend budget (up to \$4000/mo).	Ideal for campaigns with medium monthly ad spend budget (up to \$10000/mo).	Ideal for campaigns with high monthly ad spend budget (up to \$20000/mo)	Ideal for campaigns with very high monthly ad spend budget (up to \$40000/mo)
1 Project Manager	1 Project Manager	2 Project Manager	2 Project Manager + Senior Project Manager	2 Project Manager +Department Head
Google ADS+Search Network+Retargeting	Google ADS+Search Network+Retargeting	Bing ADS+ Google ADS+Search Network+Retargeting	Bing ADS+Google ADS+Search Network+Retargeting	Bing ADS+Google ADS+Search Network+Retargeting
Basic conversion tracking set up	Advanced conversion tracking	Advanced conversion tracking	Advanced conversion tracking	Advanced conversion tracking
Up to 600 Keywords	Up to 2000 Keywords	Upto 3500 Keywords	Unlimited Keywords	Unlimited Keywords
2 Banner Ads	4 Banner Ads	8 Banner Ads	12 Banner Ads	18 Banner Ads
1 Free Landing Page	1 Free Landing Page	1 Free Landing Page	2 Free Landing Page	3 Free Landing Page
Geographic report analysis	Geographic report analysis	Geographic report analysis	Geographic report analysis	Geographic report analysis
Weekly PPC reports	Weekly PPC reports	Weekly PPC reports	Weekly PPC reports	Weekly PPC reports
Monthly PPC performance reports	Monthly PPC performance reports	Monthly PPC performance reports	Monthly PPC performance reports	Monthly PPC performance reports
Google Extensions setup	Google Extensions setup	Google Extensions setup	Google Extensions setup	Google Extensions setup
click fraud monitoring	click fraud monitoring	click fraud monitoring	click fraud monitoring	click fraud monitoring
Youtube Video Ads	Youtube Video Ads	Youtube Video Ads	Youtube Video Ads	Youtube Video Ads
Ecommerce ADS	Ecommerce ADS	Ecommerce ADS	Ecommerce ADS	Ecommerce ADS
<a href="#">ORDER NOW</a>	<a href="#">ORDER NOW</a>	<a href="#">ORDER NOW</a>	<a href="#">ORDER NOW</a>	<a href="#">ORDER NOW</a>



**Audience Research**

We identify the audiences that are most likely to have an active interest in what you offer.



**Reporting**

Weekly and monthly work reports are sent out automatically and keep you updated about the latest developments on the campaign.



**Call tracking**

Helps to track calls generated via different sources. Records incoming calls, call time, duration, caller ID and origin.



**Conversion Tracking**

Assists in installing various Google Ads codes to track the performance in the Campaigns.



**Remarketing**

Not every lead is going to convert. We help give you a second chance to appeal to unconverted leads.



**Setup**

Our team of experts sets up your accounts and creates campaigns ideal for all your business goals.

**Monthly Payments**

Month-to-month contract. No long term lock-in period.

**100 % Ownership**

Transparent and ethical process. We don't hold hostage accounts when the contract ends. We give complete control, access and transparency of Paid campaigns so you have 100% ownership of the account.

**No Setup Fees**

No setup fees when you start with us. We just charge Monthly management fees.

**TRANSPARENCY**

Complete transparency. 100% access to Google ads or any other paid account. Ad spend fees you directly pay to Google. Pay us only our monthly management fees.

**Click Fraud**

Save ad spend by using our click fraud shield. No need to worry about competitors targeting your ads.

**Experience**

We have been managing google ads since 2016. Presently managing \$75 million ad spend in paid campaigns.