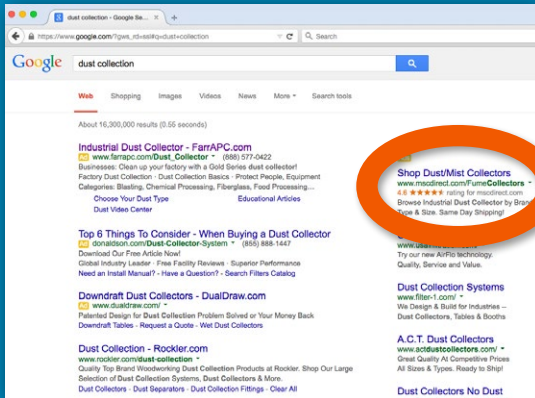




PPC — It's Not What You Think

Is Paid Search, or Pay-Per-Click (PPC), just a great program for awareness-building with millions of impressions? Or can it be viewed as a valid lead generation tool with an affordable cost/lead ROI?

PPC 1.0 — How It All Began



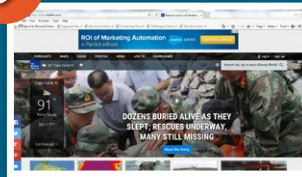
Cost/click and cost/lead were simple and clear. But it was easy to spend a lot of money without tight goal conversion tracking.

There were a lot of tools we applied to first-stage paid search programs to squeeze ROI out of our PPC programs:

- Accelerated scheduling
- Broad match
- Keyword match in titles
- Conversion tracker
- Ad extensions – site links, callouts, phone
- Negative keywords

PPC 2.0 — Oh, The Places You Can Go!

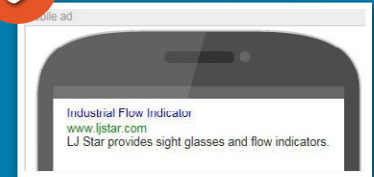
Remarketing



YouTube Banners



Mobile Specific PPC



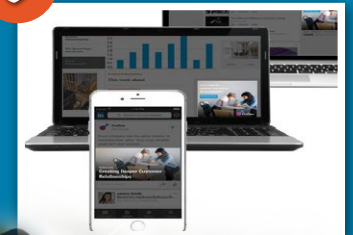
Promoted Tweets Keyword vs Interest Groups



Facebook Boosted Posts



LinkedIn Lead Accelerator



Native Advertising A New Frontier in PPC ROI!

