

[PPC 2.0]

PPC services



Why do businesses order PPC services?

Businesses want to earn more money.

Businesses are not against paying some money to get more money.



What do businesses get when they order PPC from an agency?

Marketing agencies offer different services related to PPC. These services mainly have the same name – contextual advertising or search advertising. But the services differ in their goals, in the way they are executed and their level of professionalism and effectiveness.

Netpeak offers **[PPC 2.0]**, a unique service on the market.



What PPC services are available on the market?

To differentiate PPC services, we'll divide them into two groups:

1. [PPC of the past].
2. [PPC of the present].

[PPC of the past] is still very popular on the market. Let's have a look at the differences between the two.



What does an agency that offers [PPC of the past] do for the client's website in order to achieve the client's goals?

An agency that uses **[PPC of the past]** strives to drive traffic to their client's website.



Why is simply driving traffic to a website a misguided strategy?

This doesn't necessarily lead to an increase in sales.

There may be more website visitors, but any real indicators of business growth will remain the same or increase only slightly.



What does an agency that offers [PPC of the present] do for the client's website in order to achieve the client's goals?

Attract visitors that will bring a return on investment and will generate a profit for the business.



What's the difference between [PPC of the past] and [PPC of the present]?

[PPC of the past] caters to what the client wants, not what they need.

[PPC of the present] centers around the business and its success as the sole object of focus.



What actions are taken in [PPC of the past]?

1. Creating and launching the advertising campaign.
2. Correcting and adjusting the campaign.
3. Providing the client campaign reports.



What actions are taken in [PPC of the present]?

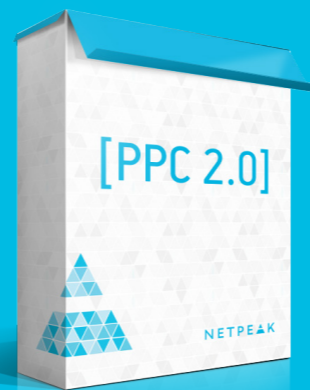
1. Technical preparation of the advertising campaign.
2. Setting goals for the campaign.
3. Predicting the results of the campaign.
4. Checking the client's business processes.
5. Creating and launching the campaign.
6. Continuous correction of the campaign based on the results of previous optimizations.



What actions are taken in [PPC of the present]?

7. Continuous correction of the campaign based on analytics results.
8. Automatic monitoring of emergent technical problems on the website.
9. Automatic tracking of different campaign indicators.
10. Conversion Rate Optimization.
11. Paving the right direction for the business's marketers and managers to effectively improve their website.
12. An in-depth web-analysis system based on KPI and ROI factors.

[PPC 2.0]



NETPEAK



What is [PPC 2.0]?

[PPC 2.0] is a unique Netpeak service.

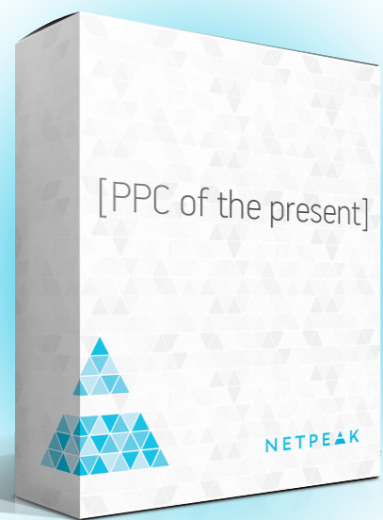
[PPC 2.0] = [PPC of the present] + [Netpeak's values]

[Netpeak's values] = [Leading methods for improving sales] + [Making project involvement comfortable for the client] + [Netpeak's brand]





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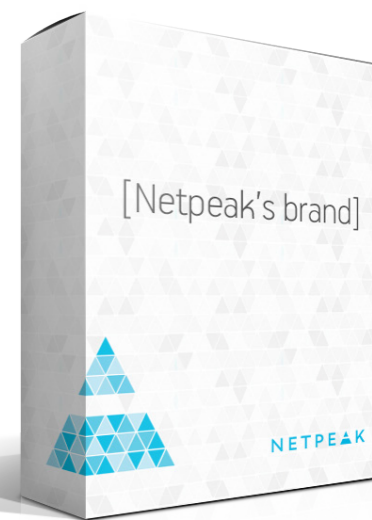
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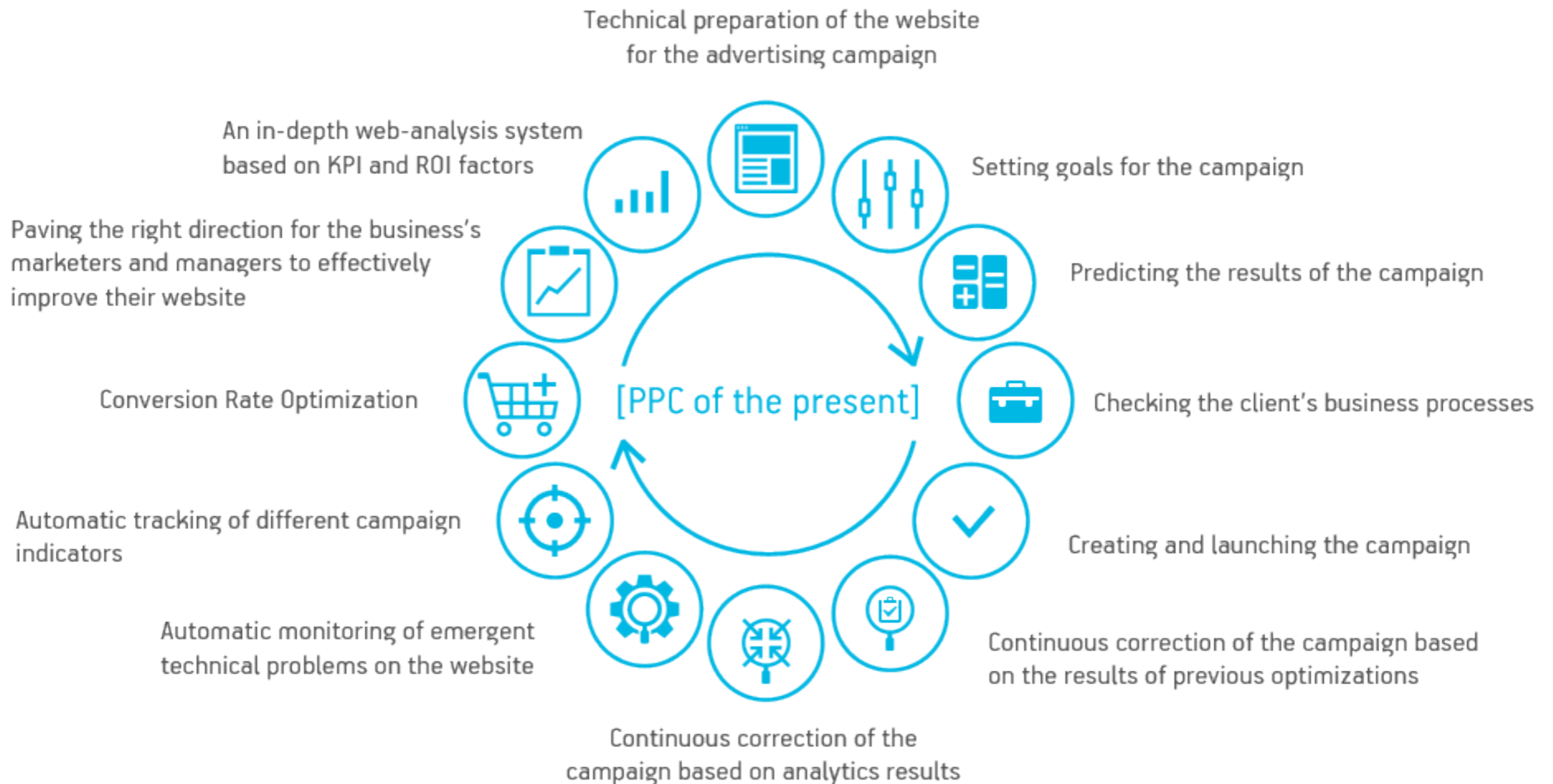
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NETPEAK

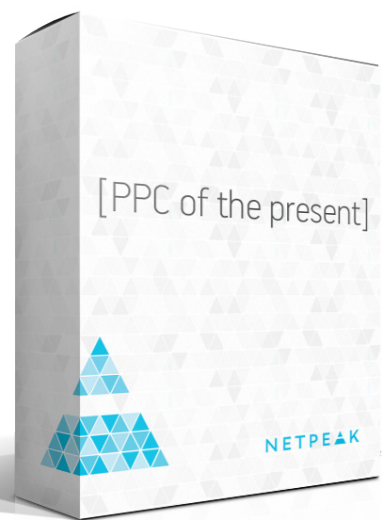


1. [PPC of the present] is:





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NETPEAK



2. [Leading methods for improving sales]:

[Leading methods for improving sales] – We use tested best practice methods to improve a client's business.

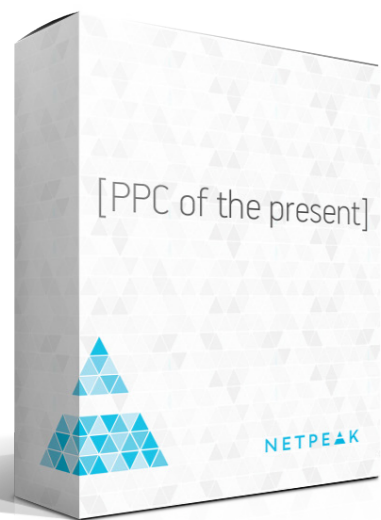
We unify the most successful practices and employ them in our client's business.

For example, with our **[PPC 2.0]** service, our experts provide the Stopexit script, which allows the client to retain visitors who are planning to leave the website.





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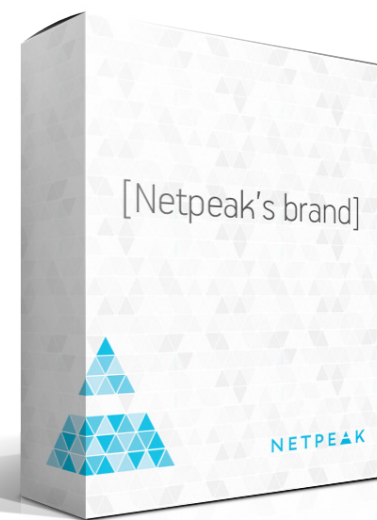
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NETPEAK

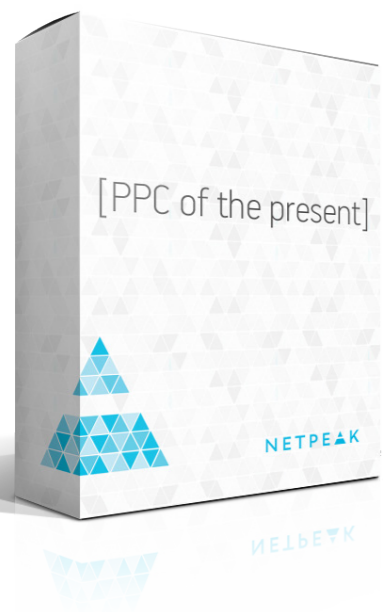


3. [Making project involvement comfortable for the client]:

- Control over the website's operability
- Prompt work progress notifications
- Advanced but easy-to-understand analytics
- Account balance notifications
- Ability to provide feedback on the project's progress
- Monthly KPI control



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NETPEAK



4. [Netpeak's brand]:

[Netpeak's brand] – is the cultivated principles that have been with our company since 2006, which have become integral features in our services:

1. ROI-oriented.
2. Modern work environment.
3. Streamlined business processes.
4. A system that works.
5. Experience.
6. Transparency.
7. Synergy.
8. Expert education.
9. Exclusive industry knowledge.
10. Organized approach.

Netpeak is online marketing for businesses.



[PPPC 2.0]

is a new generation of PPC that has been developed to suit business needs with optimal efficiency

Three examples of [PPC 2.0]

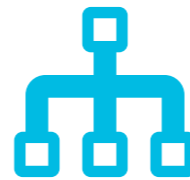


Corporate website

Industry: real estate



Time spent on the website
increased by 2 times



Average page depth
increased by 2 times

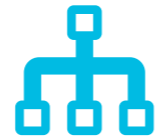


Cost per click
decreased by 2 times



Marketplace website

Industry: classified ads



Average page depth
increased by 1.5 times



Cost per click
decreased by 1.5 times



The number of listings
increased by 1.5 times



The cost to attract users
to put up listings
decreased by 1.5 times



Average time spent
on the website increased
by 1.5 times



Online store

Industry: apparel



The number of transactions increased by **3.5 times** without any increase in advertising budget



Revenue grew by **5 times** without any increase in advertising budget



ROI increased by **345%**

[PPC of the past]

VS

[PPC of the present]



Evolution of PPC

[PPC of the past]

- Creating and launching the advertising campaign
- Correcting and adjusting the advertising campaign
- Providing the client campaign reports

[PPC of the present]

Technical preparation	Corrections based on analytics results
Setting goals	Monitoring for technical problems
Predicting results	Tracking campaign indicators
Checking business processes	CRO
Creating and launching the campaign	Cooperation between client and agency
Corrections based on optimization results	KPI, ROI

[PPC of the past]

- Creating and launching the advertising campaign
- Correcting and adjusting the campaign
- Providing the client campaign reports

Creating and launching the advertising campaign

1. Account structure setup (campaigns, ad groups, ads).
2. Campaign setup (strategy, bids, targeting, etc.).
3. Selecting additional relevant keywords.
4. Creating a negative keywords list.
5. Ad creation.
6. Additional extensions for ads (additional links, addresses, phone numbers).
7. Ad scheduling.

Correcting and adjusting the advertising campaign

Adjusting the campaign according to the client's direction.

Providing the client campaign reports

Presenting overall statistics for key phrases and advertising indicators.

[PPC of the present]

- Technical preparation
- Setting goals
- Predicting results
- Checking business processes
- Creating and launching the campaign
- Corrections based on optimization results
- Corrections based on analytics results
- Monitoring for technical problems
- Tracking campaign indicators
- CRO
- Cooperation between client and agency
- KPI, ROI

Technical preparation

Technical preparation of the advertising campaign:

- Setting up the Google Tag Manager code;
- Integrating our own Google Analytics code, which allows openstat marks;
- Creating the universal YML file;
- Installing the e-commerce code for Google Analytics;
- Testing the scripts.

Setting goals

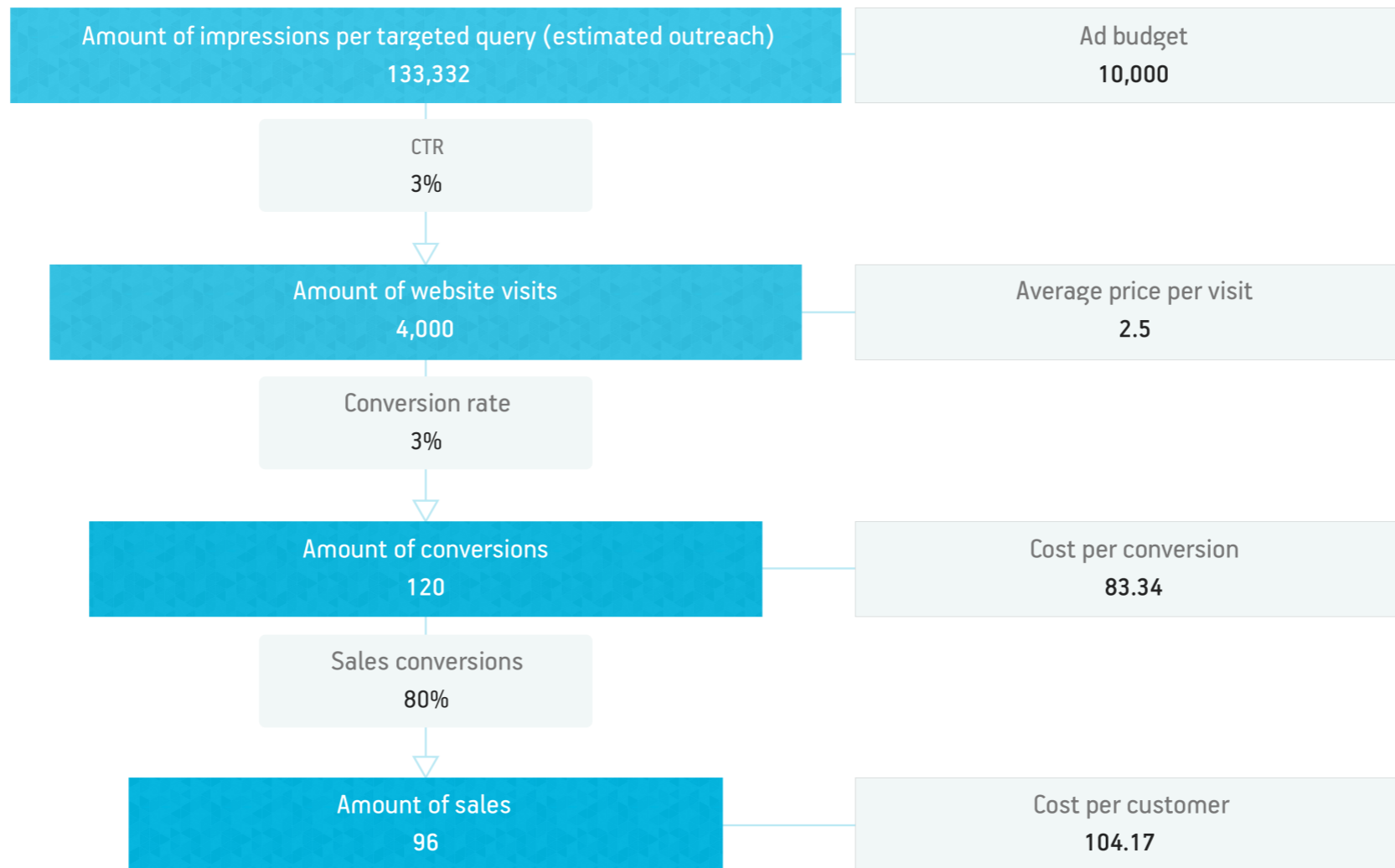
In **[PPC of the present]**, all visitor activity is tracked on the website and the client sees a complete picture of the advertising campaign.

- Tracking impactful user actions on the website;
- For online stores: setting up ecommerce tracking;
- For online stores: setting and tracking the «Added to cart» goal;
- Testing the goals.

Predicting results

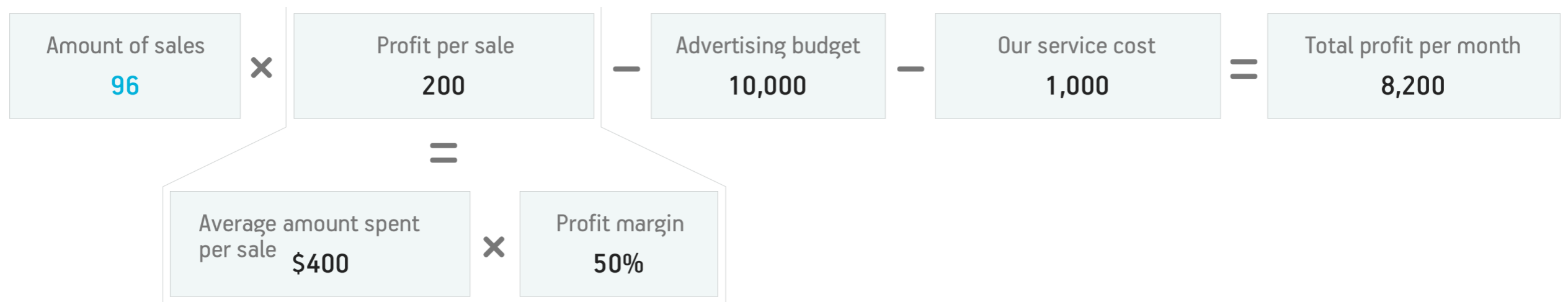
In **[PPC of the present]**, the result of the campaign is estimated beforehand.

Sales funnel:



Predicting results

Profit generated by the advertising campaign:



Checking business processes



Checking the client's availability using his website's contact information



Checking the client's responsiveness to incoming calls



For online stores:
comparing client's prices
to those of competitors

Creating and launching the campaign

In **[PPC of the present]**, the methods used in **[PPC of the past]** are combined with **[additional campaign work]**

Creating and launching the campaign

[additional campaign work]:

- Setting up data importing for Google AdWords and Google Analytics.
- Adding a standard list of negative websites to the campaign.
- Setting up a remarketing list.
- Setting up remarketing in Google Adwords.
- Setting up dynamic search ads in Google Adwords.
- Setting up remarketing for the search ad campaign in Google Adwords.

Corrections based on optimization results

In **[PPC of the present]** we do continuous optimization based on collected campaign data.

1. The creation of new key phrases and the adjustment of current phrases.
2. Adjusting the relevancy of key phrases.
3. Optimizing bids.
4. Regional bids adjustment.
5. Daily budget corrections.
6. Weekly budget corrections.

Corrections based on analytics results

In **[PPC of the present]**, we do continuous campaign adjustment based on the analysis of key indicators.

1. Adjusting campaign structure (campaigns, ad groups, ads).
2. Adjusting campaign strategy.
3. Adding and adjusting key phrases.
4. Adding and adjusting negative keywords.
5. Adding and adjusting negative websites.
6. Adjusting ads based on A/B testing.
7. Adjusting ad extensions.
8. Adjusting mobile ads.

Monitoring for technical problems

In **[PPC of the present]** Netpeak automatically monitors the client's website. This eliminates the possibility of wasteful spending of the budget due to technical errors on the website.

1. Checking the accessibility of targeted pages.
2. Checking the accessibility of the website.
3. Checking the domain expiration date.

Tracking campaign indicators

In **[PPC of the present]** campaign tracking is automated. This eliminates the possibility of wasteful spending of the budget and human errors during the work process.

- Monitoring traffic quality.
- Monitoring targeting accuracy.
- Monitoring the remaining campaign budget.
- Proofreading ad copy.
- Monitoring keyword quality indicators.
- Adjusting for optimal cost per click.
- Monitoring the quality of advertising platforms.
- For online stores: monitoring item stock.

CRO (conversion rate optimization)

Every step the user takes on the website can lead to an **increase in the business's profit**. To achieve this, work needs to be done to **improve conversions**.

In **[PPC of the present]** a set of processes are performed to improve the conversion rate.

For example:

1. Creating recommendations for optimizing targeted/landing pages.
2. Recommendations for optimizing the client's sales funnel based on gathered statistics.

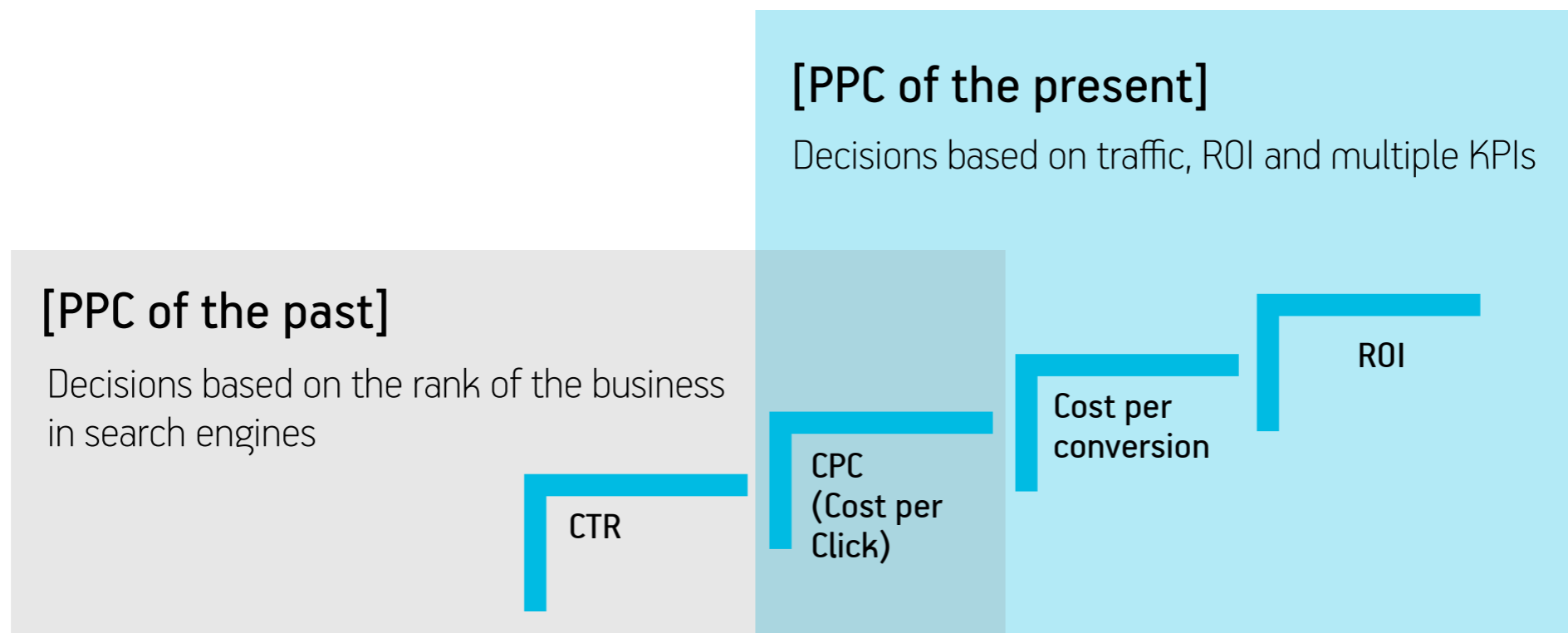
Cooperation between client and agency

When ordering **[PPC of the present]**, the client must be prepared to cooperate with the agency, and should be ready when Netpeak experts designate business-related tasks for the growth and development of the online project.

With **[PPC of the present]**, appropriate directions for the improvement of the client's website may be suggested to the business's marketers and/or business owner.

KPI, ROI

1. Setting up automatic tracking for various KPIs.
2. Clear, strategically-planned work, directed at improving chosen KPIs.



KPI, ROI


Evolution of goals:

From CTR and visits in [PPC of the past]

	CTR	Visits
google us [ru]	02.03	02.03
1. International marketing Campaign and Search	0,1	125
2. International marketing Campaign and Search	0,1	98
3. International marketing Campaign and Search	0,2	75
4. International marketing Campaign Search	0,1	139
5. Spain International marketing Campaign and Search	0,2	86
6. International marketing Campaign and Search	0,2	122
7. International marketing Campaign Search Spain	0,1	136
8. International marketing Campaign and Search	0,1	112
9. International Campaign and Search	0,1	93

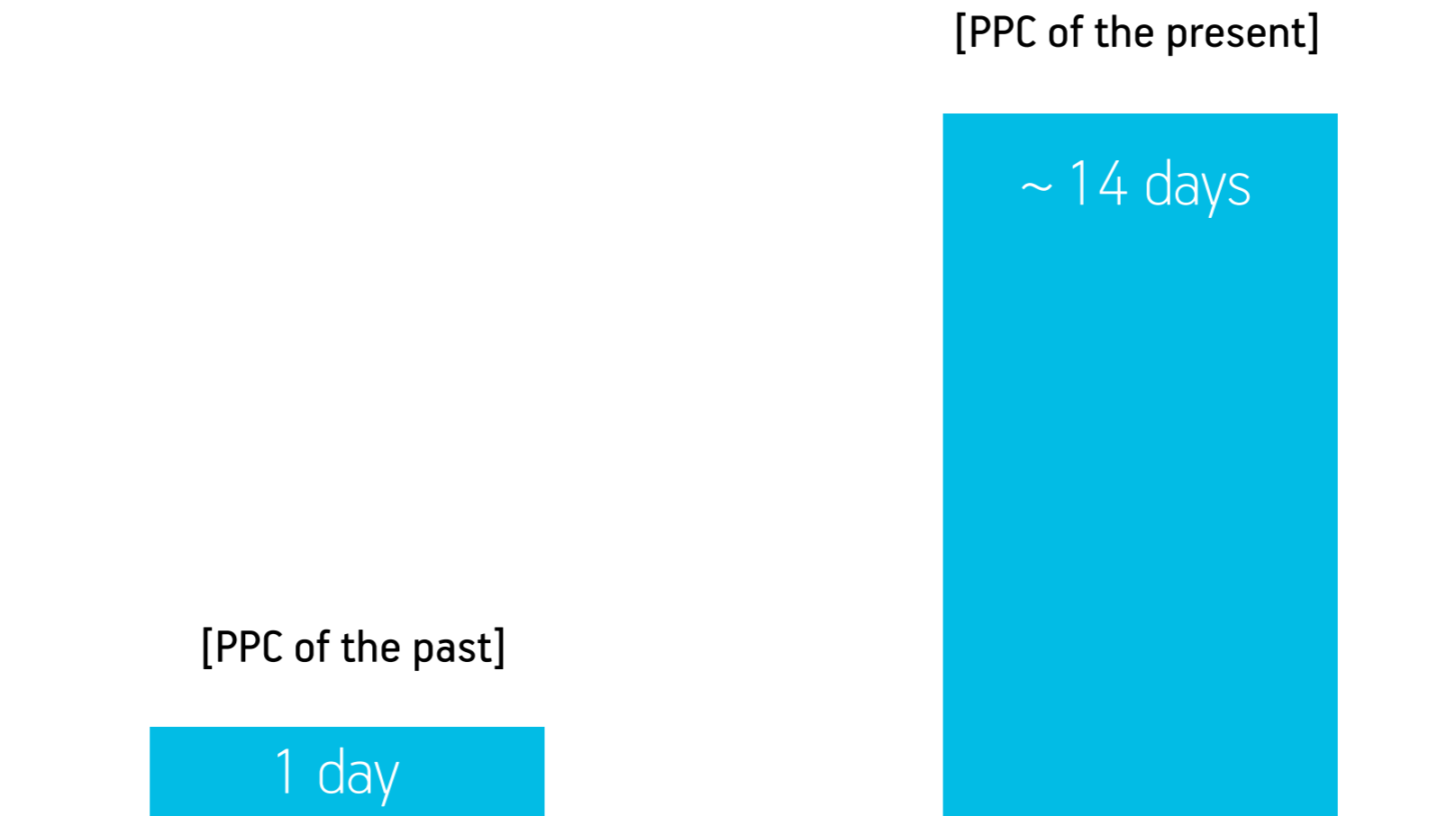


to ROI in [PPC of the present]

	04.10 - 02.11	03.11 - 02.12	03.12 - 01.01
Visits 	13399	18079 (34.93 %)	19630 (8.58 %)
Transactions 	43	54 (25.58 %)	57 (5.56 %)
Income 	\$ 5702	\$ 8375 (46.87 %)	\$ 8777 (4.8 %)
Visitors 	12127	16361 (34.91 %)	17938 (9.64 %)
New visitors 	10341	13647 (31.97 %)	15079 (10.49 %)
Pageviews 	39371	51404 (30.56 %)	52276 (1.7 %)
Daily unique visitor actions 	192.03	247.6 (28.94 %)	248.68 (0.44 %)

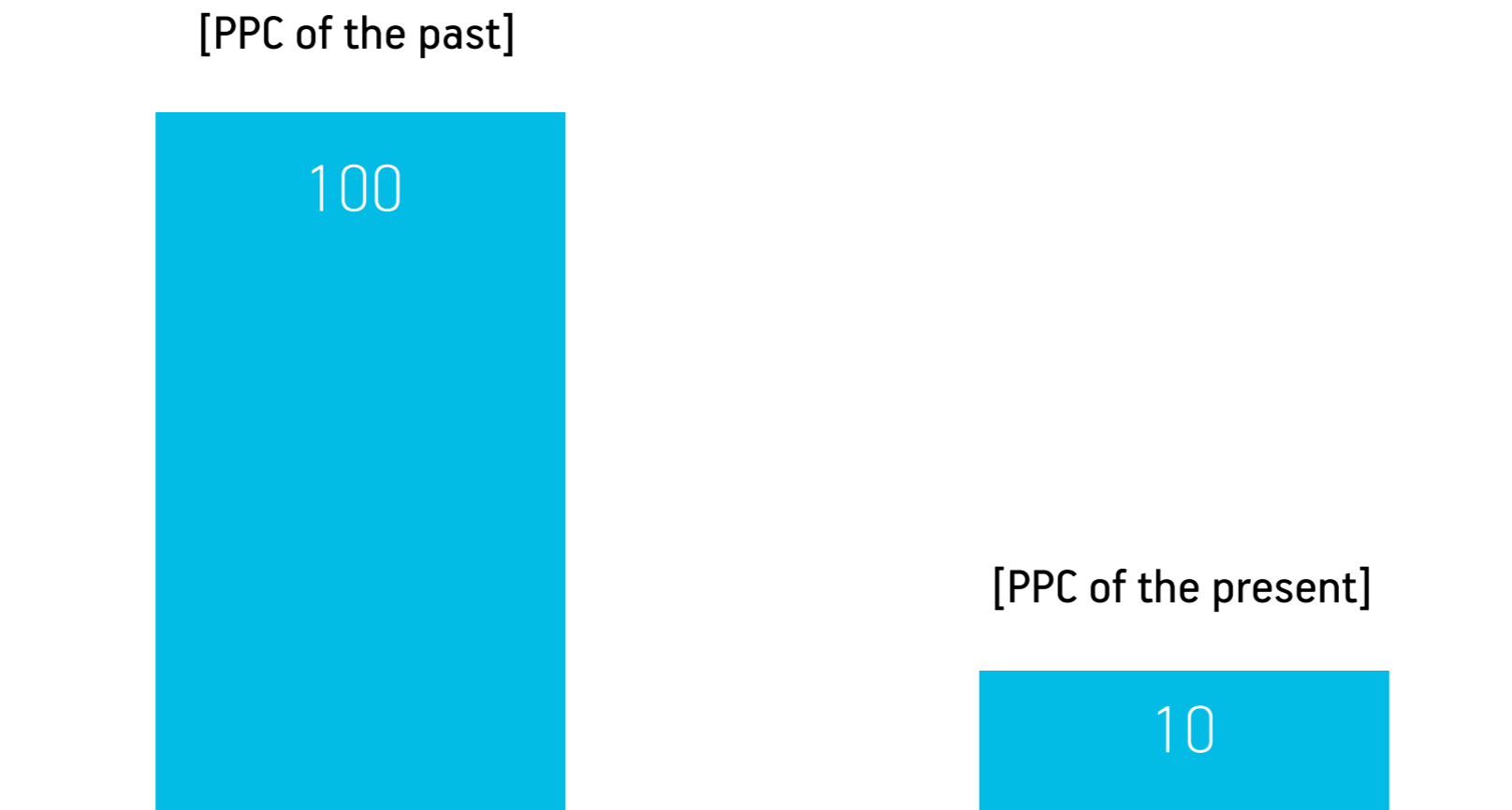


Time required to launch the advertising campaign





Number of projects assigned per expert

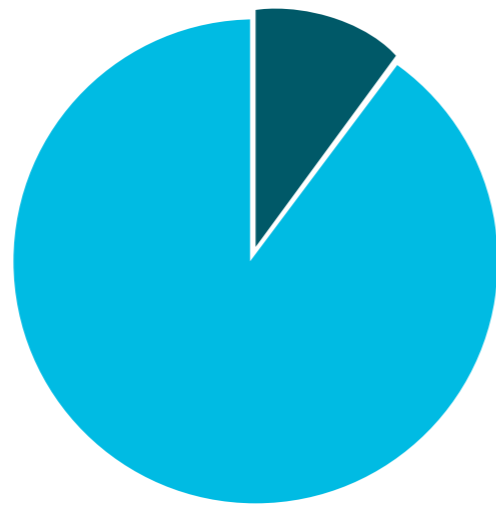




Portion of manual work

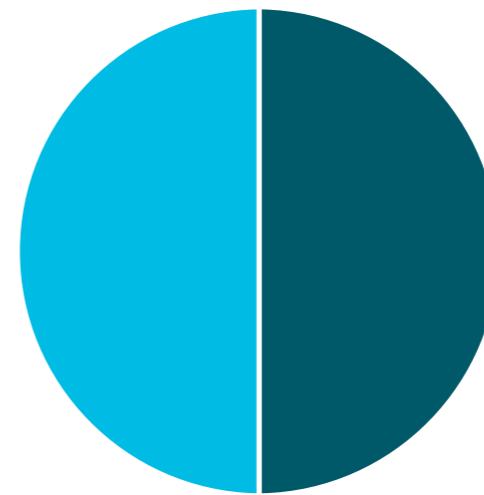
[PPC of the past]

● Expert ● Automated



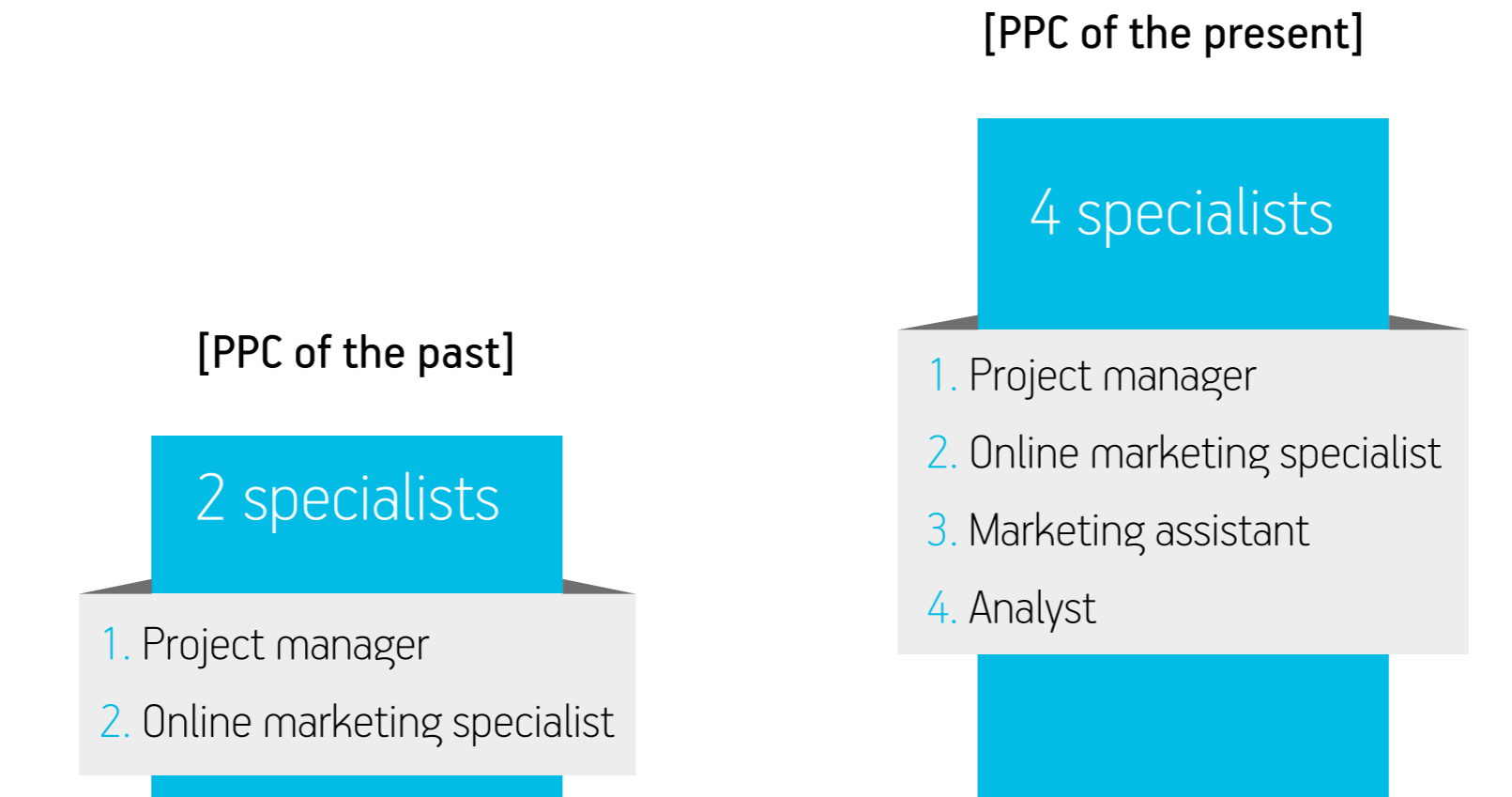
[PPC of the present]

● Expert ● Automated





Specialists involved per project





[PPC 2.0] – one of Netpeak's main services.

[PPC 2.0] includes **[PPC of the present]**,
and more.



[PPC 2.0] = [PPC of the present] + [Leading methods for improving sales] + [Making project involvement comfortable for the client] + [Netpeak's brand]



How did we get to [PPC 2.0]?

4 years of experience

Over 100 employees

Over 1000 innovations

Over 50 types of software
and services

Over 300 projects

Marketplace websites

Service-based websites

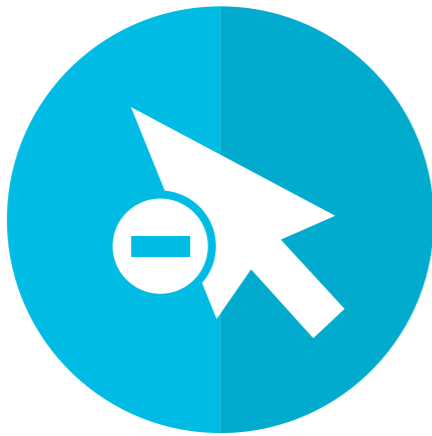
Corporate websites

Online Stores



[Leading methods for improving sales]

Example: Netpeak Stopexit – a tool for retaining visitors.



Netpeak Stopexit

Stopexit presents visitors who are about to leave a website with a special offer. This allows clients to retain a portion of these visitors.

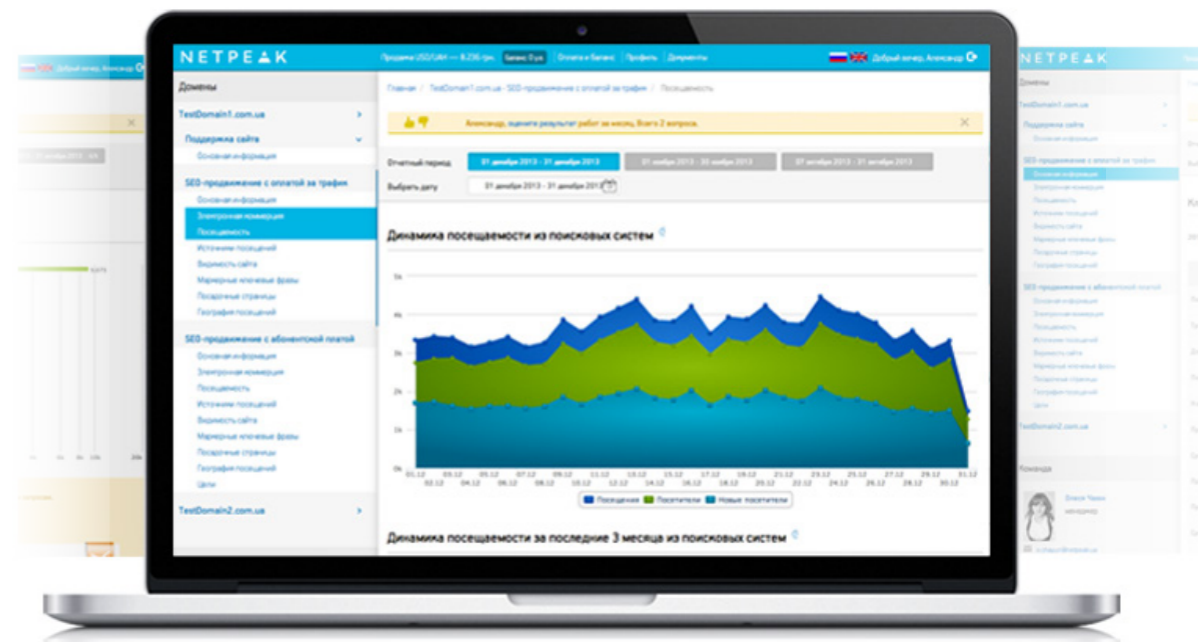


[Making project involvement comfortable for the client]

Netpeak Client Dashboard

With the help of the Client Dashboard, Netpeak clients get all the current information on the progress of their project, and are able to look through periodic project reports and gain access to important statistical data.

The Netpeak Client Dashboard is meant to give our clients the advantage of monitoring KPI (Key Performance Indicators), getting status updates from specialists, and plenty of actionable data.





[Netpeak's brand] – ROI-oriented

Project work is directed at increasing client revenue, not for achieving impractical SERP (search engine results page) positions.





[Netpeak's brand] – modern work environment

1. Multifaceted motivational system for agency experts.
2. An internal standards system that helps prevent project mistakes based on human factors.
3. Project Management Dashboard designed exclusively for Netpeak.
4. All the information about the project is gathered in one place. The expert never wastes time searching for necessary information.
5. Results-oriented teamwork management.
6. Project time is used for maximum effectiveness to achieve optimal results.
7. Online time tracking system monitors employee activities.



Netpeak's values: our clients





Netpeak's values: our awards



1st place

in media agencies
Ukrainian Advertising Coalition



TOP-100

Golden hundred
Russian Digital 2013



2nd place

in digital agencies
Ukrainian Advertising Coalition



TOP-100

Golden hundred
Russian Digital 2014



2nd place

in Ukrainian SEO agencies
CMS Magazine



in 7

Ruward.ru ratings



6th place

in media agencies
Advse.ru



8th place

in digital agencies
Cossa.ru



Netpeak's values – certifications





[Netpeak's brand] – automation

1. We use technology that considerably improves PPC results and reduces extra spending.
2. Our tools help effectively drive results without our experts performing any monotonous actions for every project.
3. Tracking systems allow our experts to react quickly to critical errors during project development.



[Netpeak's brand] – automation

SERPSTAT

Analyze. Optimize. Maximize

Powerful new service for website analysis.

Serpstat – the first of its kind, Serpstat is an exclusive service for SEO and PPC specialists who focus on competitor analysis. It is the only service with a keyword database sorted solely by geo-targeted users. Today, the database contains information on **88,000,000+ domains** and **184,000,000 search suggestions**.

Have a look at your competitor's search queries

Pages with the highest visibility



Find out your competitor's total traffic



[Netpeak's brand] – automation

Netpeak's tool for **[PPC 2.0]**:

adiutor

Netpeak Adiutor

- Helps create proper Google Adwords account structure.
- Automatically updates prices for products in ads.
- Adjusts product ads for market relevance.
- Automatically creates ads for new products.



[Netpeak's brand] – automation

6 unique tools for controlling the advertising campaign



A tool for monitoring targeted pages linked to ads



Quality assurance tool



CPC traffic quality control



A monitoring tool that recommends when to lower bids



A tool for controlling the accuracy of ad geotargeting



Proofreading tool for active ads



[Netpeak's brand] – experience

Netpeak's experience allows it to deliver consistent results:

- for businesses of any size, small or large;
- with any targeted audience in any part of the world.



[Netpeak's brand] – expert education

1. A private forum for experts to exchange knowledge and information.
2. Educational webinars.
3. A continuous exchange of new insights, experiences and information amongst team members.
4. Specialized workshops and conferences.
5. A Netpeak learning center designed to keep experts up-to-date.



[Netpeak's brand] – exclusive industry knowledge

We have data for 40 million domains.

We can see 16 million search queries and 120 million autocomplete suggestions.

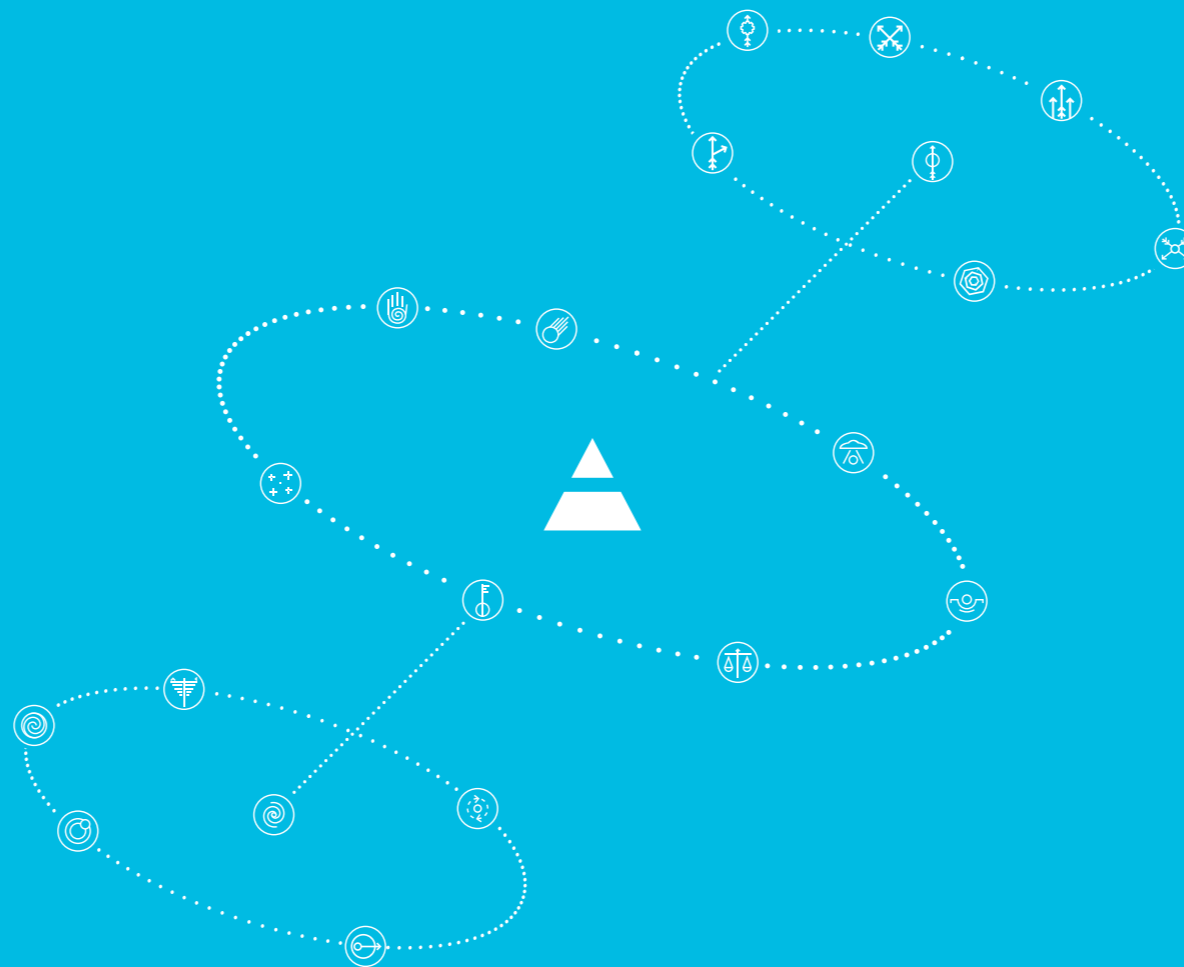
We analyze 25 million ads.

Only Google knows more than we do.



[Netpeak's brand] – organized workflow

1. Paid traffic department – experts responsible for the project's results.
2. Client work department – specialists responsible for communication with clients.
3. Analytics department – responsible for assuring the quality of the project.
4. Software department – designs services and software that automates tasks and make our PPC experts' work possible.



[PPC 2.0]

Online advertising for business

NETPEAK

Thank you for your attention!

NETPEAK
SEO and PPC for Business

netpeak.net