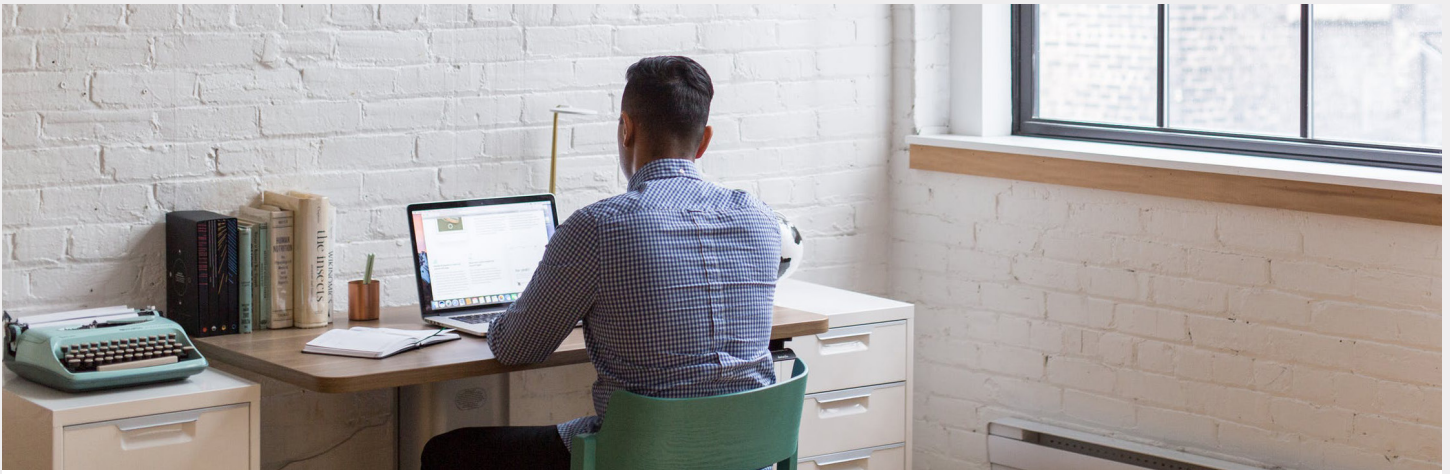




Cyber PR Army

**PAY PER CLICK
ADVERTISING**



OPTIMIZING RESULTS

45% of small businesses invest in pay-per-click (PPC) advertising (Clutch.io)

Pay Per Click advertising is a critical area of opportunity for client lead magnification, brand awareness, increased ROI, and drive conversion. We use our experience to target the platforms and areas most effective for your brand utilizing keywords that optimize your results.

WHAT WE DO

We work with you to understand exactly who you are marketing to and craft ads that will target that demographic. Depending on your business, we will use a combination of Facebook ads, Google ads, LinkedIn ads and Instagram ads to ensure you get the most bang for your buck.

74% of brands say PPC is a huge driver for their business (State of PPC)



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HOW IT HELPS YOU

- Successful ads are an art-form – take advantage of our expertise and save yourself from unsuccessful ads
- Avoid spending money on ads that don't convert
- Save time looking for keywords and demographic categories

Pay per click ads are increasingly becoming a tool in business' marketing arsenal but it can take months to successfully pinpoint how correctly target your potential customers. This can wind up costing your business without seeing a return. We have years of experience tailoring ads and can create some traction right out of the gate.

Businesses make an average of \$2 in income for every \$1 they spend in Google Ads (Google). Once ads are targeted correctly, they can be a great way to expand your reach and generate more sales.

LinkedIn has 675 million monthly users (HootSuite), Facebook has 2.6 billion (Oberlo) and there are 6.9 billion searches on Google every day (TechJury). PPC advertising helps you get your brand in front of these audiences and with our targeted approach you won't get lost in the noise.

PPC visitors are **50% more likely** to purchase something than organic visitors (Unbounce)

96% of brands are spending money on Google Ads (State of PPC)



SOME STATS FROM OUR CLIENTS' RECENT REPORTS:

Results	Reach	Impressions	Cost Per Result
2,608 ThruPlays	56,272	135,538	\$0.01 Cost Per Th...

 Device Breakdown		
Device Type	Spent	Clicks
Android Smartphone	CA \$1,153.94	7,957
iPhone	CA \$137.68	349
Android Tablet	CA \$28.31	209
iPad	CA \$16.03	23
Desktop	CA \$14.66	51
Other	CA \$3.91	2
iPod	CA \$0.81	

Clicks	Impr.	CTR
3,868	47,514	8.14%

Impr.	Views	ViewRate	Avg.CPV
33,390	12,821	38.40%	CA\$0.02

Our PPC Advertising services ensure your business gets the exposure it needs. If you would like to discuss the best campaign type for your target market, which platforms you should be targeting, and what type of ads we can use to maximize conversions, please get in touch with us today and we will be happy to assist you.

