

Creating An Award-Winning PPC Account Strategy



What's the best way to create a successful, or even award-winning, PPC strategy?

From budget allocation and keywords, to testing and landing pages - we'll take you through ten steps to success that will lead you to results you want to see.

What To Expect

OUR TEN-STEPS TO AN
AWARD-WINNING STRATEGY

REAL-WORLD EXAMPLES OF
SUCCESS

THE DO'S AND DONT'S OF
DRIVING GREAT RESULTS

PRACTICAL GUIDANCE THAT
CAN BE IMPLEMENTED TODAY

INSIGHTS FROM OUR TEAM
OF PPC EXPERTS

HOW TO PUT YOUR OWN
STRATEGY INTO ACTION

Introduction



What is PPC?

PPC, or pay-per-click, is a type of online advertising where – as the name suggests – advertisers pay a fee to the ‘publisher’ when their ad is clicked.

In this case, publishers might be a search engine, website, or network of websites – where ads appear as ‘sponsored.’ The order in which they appear on the likes of a Google search results page is based on a number of factors including the quality and relevance of keywords, as well as the size of keyword bids.

Why PPC?

Many businesses see significant improvements in revenue, sales, and return-on-investment after implementing a PPC strategy, and alongside the use of other marketing channels and strategies, PPC can be an essential ingredient in a recipe for success.

However, there’s a lot that goes into developing a successful PPC strategy that can help you to drive your business objectives by targeting the right audiences, at the right time, and with the right ads.

PEOPLE WHO CLICK ON
ADS WHEN SHOPPING

65%

EST GOOGLE ADS ROI

8X

AVG CTR (GOOGLE ADS
ONLY)

4-6%

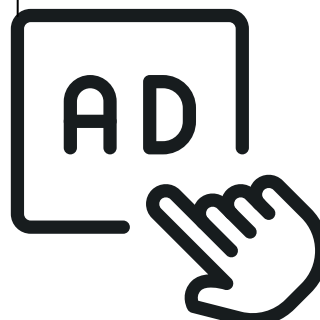
AVG CVR (GOOGLE
ADS ONLY)

3-6%

(Stats from The Social Shepherd, 2024)

Despite the ever-changing landscape of the PPC industry (we’re looking at you, Google), there’s limitless opportunities for growth that lie in the implementation and optimisation of a successful PPC strategy.

From budgets and keywords, to testing and ad copy and more – read on for our steps to success, with advice from our PPC experts, our dos and don’ts, and practical guidance on how you can create a PPC strategy for success.



We’ll be deep diving into our work with high-end household brand, **Miele**, and how we helped them to drive growth with award-winning PPC strategies.

Understanding PPC Account Strategy



Whether you're starting from scratch, or looking at implementing a new and improved PPC strategy, there are a number of factors that are essential to and/or can hugely help you to understand exactly what you need from your PPC strategy.

Key components of a successful strategy

Every PPC strategy is unique, but there are some components that can be applied across all accounts and can help to drive your PPC strategy forward. We'll be taking you through our ten steps to success:

- Understanding PPC account strategy
- Setting goals and objectives
- Audience targeting and persona development
- Keyword research and selection
- Ad copy and creative development
- Budget allocation and bid management
- Landing page optimisation

- Tracking, measurement and analysis
- Testing and iteration
- Scaling and expansion

Getting to grips with these areas will help you on the way to a successful PPC strategy that delivers the results you want.

Defining short-term and long-term goals

PPC, whilst known for being able to drive quicker conversions in comparison to SEO, shouldn't only be considered as a short-term strategy or 'quick fix.'

Having worked with our client, Miele, since 2015, we've considered both short-term and long-term goals, remaining focused on their core goal of improving ROI and driving business growth. Some shorter-term goals have come from testing new strategies, specific KPIs, and adapting to market fluctuations, peak seasonal periods, and changing consumer behaviour and demands.



"The first and most important task for me was to understand what Miele wanted from their PPC strategy, which then helped me to make suggestions to reach their desired goals. Our longer relationship with this client means that we've not only seen wins over smaller periods such as Black Friday or peak sales, but also incremental growth over a number of years. It also means that we better understand our client's market and industry, and have adapted where the client needs us to in order to deliver the best possible results."



Donya Broadhead
Miele Account Manager



Setting Goals & Objectives



The way different agencies and businesses work together to develop goals and objectives can vary, and is dependent on a number of factors including overarching company goals and values, communication style, and budget limitations.

However, it's safe to say that identifying the objectives that your strategy will be based on is essential, and it's something we prioritised when working with Miele to drive their strategy forward.

Identifying business objectives

One of the biggest identifiers of an ambitious, yet realistic, goal for Miele was taking seasonality, demand, and the state of the market into account to guide strategy and help us to make informed decisions around future account activity.

For example, at the beginning of 2023, we focused on working towards efficiency as ROI had been strong and allowed us to raise targets.

Ultimately, we remained adaptable and dynamic

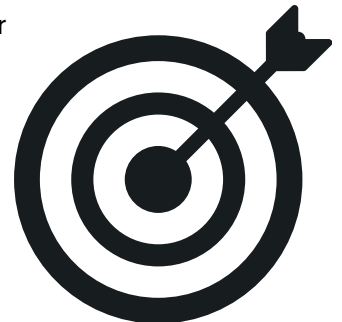
as to what our client needed at any given time, and worked flexibly to ensure that no matter what changes we saw both internally and externally, we were able to change our current objectives to

Defining SMART goals

SMART (specific, measurable, achievable, relevant, time-bound) goals can be extremely effective when implementing, monitoring, and analysing PPC account activity.

For Miele, once business objectives had been identified, we broke down activity aimed at reaching smaller, more manageable goals that would assist in identifying activity that drove improved account performance.

We constantly tested new strategies and ideas that were relevant to our client's current targets, time-periods, or products - all of which we focused on carrying out within specific time frames.



Aligning PPC goals with overall business objectives

PPC is just a drop in the ocean when it comes to your business as a whole, so knowing exactly what you want to see from PPC within your wider business strategy can help ensure that you remain focused on the end goal. When working with Miele, we looked not only at PPC, but also the overall website and digital goals for the year, to ensure that what we were doing was aligned with and helping to fuel other marketing channels.

Audience Targeting & Persona Development



One of the biggest mistakes a business can make is not successfully defining their target audience. After all, there's no point driving traffic to your website if it isn't the right traffic.

Understanding target audience demographics, interests, and behaviours

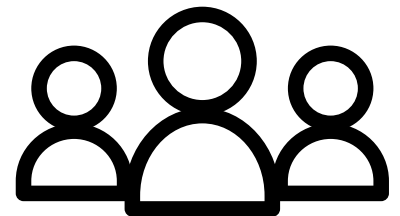
Understanding target audience demographics, interests and behaviours is a fundamental part of creating effective PPC campaigns that resonate with potential customers. By analysing this data, you can tailor your messaging and targeting to specific audience segments, reaching the right people at the right time.

Miele provided us with their target audience demographics, and we collaborated with their media agency who shared knowledge and research around Miele's 'typical' customer, which consisted of factors such as age, income, children's ages, and whether they owned their home or not.

Despite Miele being known to be a high-end, high-quality, and therefore, expensive brand, we also wanted to explore new customer acquisition, and how we could appeal to an entirely new, younger audience in the market to buy.

Tailoring and segmenting PPC campaigns to target different audiences

When it comes to targeting multiple audiences, using the information you know about their lifestyle, demographics, and search behaviours can help you to create campaigns that are uniquely tailored to those specific audiences. Below is an example of how we might differentiate campaigns to appeal to the different audiences we wanted to reach.



Audience A - Typical Customer	Audience B - Younger Funnel
<p><i>Audience A, our typical customer, are aware of our brand, homeowners, sit in a higher income bracket, and likely have children that have left home.</i></p> <ul style="list-style-type: none">• Products with a higher price point• Product or offer landing pages• Branded search terms	<p><i>Audience B, our 'younger funnel,' are new to our target market, new homeowners, with either no children or young children.</i></p> <ul style="list-style-type: none">• Products with a lower price point• Educational landing pages• Generic search terms

Keyword Research & Selection



Since keywords are how your customers will find you, they are the lifeblood of any PPC account. Finding the right, relevant keywords is an extremely important part of your PPC strategy.

Importance of comprehensive keyword research

Keyword research, when carried out effectively, will help you to understand the keywords that are best to target and provide an insight into the search behaviour of your target audience.

Two of the keyword types that you might have come across include:

- Branded – your company name e.g. 'Miele'
- Generic – search terms that can help discover your business e.g. 'vacuum cleaners'

In addition to the keywords you have running in your ad groups year-round, you should be taking seasonality into account when carrying out keyword research and planning.

For example, many retailers add seasonal keywords that relate to popular seasonal sales periods such as Black Friday and Christmas.

When carrying out keyword research for Miele, we used seasonal, historical data within the account to identify any trends through Google Keyword Planner and Google Trends. We also utilised Performance Max (PMax) search term reports for keyword mining – seeing which search terms have been driving conversions.

Evaluating keyword competitiveness and relevance

Keyword competitiveness refers to the level of difficulty in ranking for a particular keyword compared to others in your niche. Factors such as search volume, domain authority of competing websites, and quality of existing content all contribute to this metric.

To assess competitiveness, tools like Google Keyword Planner can provide insights into search volume and competition levels. Equally important is keyword relevance, which ensures your content aligns with user intent, and addresses their needs.

In addition to researching and evaluating keyword competitiveness, ensuring your ads stand out and highlight offers, advantages and USPs can help you get ahead of competition.



Our top tips for Keyword Planning

- Analyse historical account data to identify any trends
- Use Google Trends to spot rising and trending keywords
- Review search queries to explore what users are looking for
- Check the SERP snippet results for your core keyword for ideas
- Use PMax search term scripts to see the terms driving conversions

Ad Copy & Creative Development



Before your landing page, and before converting, customers will see your ads – how successful these ads are at reaching your target audience will depend on a number of factors, one being ad copy.

Crafting compelling ad copy that resonates with the target audience

The right tone and messaging is a huge component of what makes successful ad copy. Remember, your ad copy needs to stand out and relay your value proposition – especially when competing with other brands.

What's your USP? Why is your product or service better than anyone else's? Ask yourself these questions when writing your ad copy

For example, to reflect the quality of the 'premium' product that Miele sold, we steered away from sales messaging, and used descriptors that evoked a feeling of luxury to reach our target audience, that were in the market to purchase.



"The right tone and messaging is a huge component of what makes successful ad copy. For example, to reflect the quality and 'premium' products that Miele sold, we stayed away from sales messaging, and used descriptors that evoked a feeling of luxury to reach our target audience that were in the market to purchase."



Donya Broadhead
Miele Account Manager

Incorporating relevant keywords into ad copy

Alongside using language to reflect your brand, it's also important to ensure that the technical elements of your ad copy are optimised.

Incorporating relevant keywords into your ad copy will help you to improve ad relevance, increase CTR, and ultimately, drive more qualified traffic to your website.

Some of the ways that keywords can help optimise your ad copy include:

- Customising ad extensions with additional keywords
- Using keywords alongside emphasis on USPs
- Testing ad variations tailored to different sets of keywords
- Using keywords in ad descriptions to provide additional context and reinforce relevance

Later we'll be sharing how we helped Miele to drive a 400% increase in conversions by using keywords as product types across their vacuum product ads.



Budget Allocation & Bid Management



Allocating budget effectively across campaigns and ad groups

Budget efficiency is a huge focus for us as an agency, and when first auditing an account, we identify where budget is being wasted and re-allocate that budget to high-performing areas, leading to a greater ROI for clients.

Budget allocation can also differ according to factors including seasonality, audience search behaviours, geographic locations and specific products. Using your knowledge of the target audience and tailoring budgets to audience segments and objectives can help optimise your spend and drive ROI.

Implementing bidding strategies to maximise ROI

By leveraging data-driven strategies and automation tools, bidding strategies can be implemented to achieve the highest ROI possible.

One approach is to utilise the automated bidding provided by platforms like Google Ads, which use machine learning algorithms to adjust bids in real-time based on historical performance data and campaign objectives. These automated bidding strategies, such as target CPA (cost per acquisition) or target ROAS (return on ad spend), enable advertisers to bid more aggressively on higher-value opportunities, whilst minimising spend on lower-performing keywords or audiences.

Additionally, manual bidding allows advertisers to have more control over individual bids, enabling strategic adjustments based on specific performance goals or market conditions.

When implementing bidding strategies in Miele's PPC account, we tested a lot of strategies to see how they performed and if we could see any improvements. We also tested portfolio bidding strategies (previously flexible bid strategies) in order to help counteract the potential volatility of the algorithm.

Monitoring and adjusting bids based on performance data

The successful monitoring and adjusting of bids requires regular reviews and analysis of historical data to make informed, data-driven decisions that help you to reach your PPC goals and better understand the bidding strategies that work in your account.

Increasing bids for high-performing keywords or ad placements allows for the capitalisation of the most valuable opportunities, whilst maximising exposure to your intended target audience.

On the other hand, decreasing bids for underperforming keywords or placements can help to minimise wasteful spending and improve overall campaign ROI and performance.

Both manual and automated strategies can help you to ensure that campaigns remain cost-effective and competitive.



Landing Page Optimisation



Importance of landing page experience in PPC campaigns

A potential customer has clicked on your ad – what now?

Landing pages have one job, and that's to drive conversions, so it's essential that they reflect the messaging of the related product, ad, and your brand. It's also important to consider the audience you're targeting – especially if there's more than one.

Miele targeted more than one audience with what could be the same product or range, but with completely different messaging. This was to best tap into the search behaviour of that particular audience, and provide a more relevant ad and landing page experience that would drive them to convert.

Not only will optimised landing pages help you to build trust with customers and heighten brand awareness, but a well-optimised landing will also be more trustworthy to the search platform, and more likely to rank higher, reaching more of your intended audience.

A/B testing landing page elements for continuous improvement

What works for one account won't necessarily work for another, which is why testing the efficiency and conversion rates of different types of landing pages is important to discover what drives success for you.

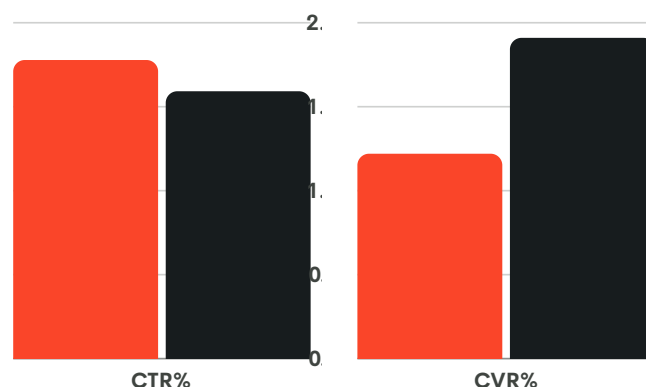


We ran a 50/50 split traffic test on Miele's Tumble Dryers search campaigns, sending half of the traffic to the 'benefits' page, and half to the 'seasonal offers' page to assess which delivered a stronger CvR.

We wanted to understand the better performing page – with the seasonal offers page showing offers e.g. £150 off, and the benefits page detailing the long-term benefits and energy savings of a Miele tumble dryer, educating on USPs of the brand and getting across the longevity and quality of Miele products.

The test saw a 32% increase in CvR and 12% increase in revenue on the benefits page. We applied successful changes to the campaign following the test.

Landing Page Test Example - Miele
■ Seasonal Offers VS ■ Benefits



Comparing CTR and CvR also showed us where budget could be further efficiently spent, as despite the benefits page having a lower CTR, conversions were higher, indicating a higher lead quality.

Tracking, Measurement & Analysis



Without an effective tracking system in place, there's no way of accurately measuring and analysing the performance of your campaigns.

Implementing tracking mechanisms for campaign performance

Implementing the right tracking mechanisms and tools is crucial in understanding the effectiveness of your PPC campaigns.

Most importantly, having conversion tracking set up through the likes of Google Ads and GA4 (Google Analytics), will help you to see the keywords, ads, and campaigns that are driving actions and traffic to your website.

Understanding the effects of PPC for your business – especially compared to other marketing types – is impossible without having tracking that works and highlights the data you want to see.

Analysing key metrics

Depending on your goals, there are a number of different metrics that can be used as KPIs to inform you of your account's performance.

Some of these metrics include:

- ROI (return on investment)
- CvR (conversion rate)
- CPC (cost per click)
- Impression share
- CPA (cost per acquisition)
- ROAS (return on ad spend)

From the offset, Miele knew they wanted to see the increase and maintenance of ROI in order to help with business growth. So ROI was their key metric.

However, as you continuously optimise your campaigns, many of these metrics can provide an indication of how your account is performing, which is why having an effective tracking system in place is so important.

Use data insights to refine and optimise PPC strategies

By regularly monitoring and analysing data, you can identify trends and area for improvement, allowing you to make data-driven decisions to optimise your campaigns.

Use your findings to make adjustments to your campaigns, which could include:

- Tweaking ad copy or creative
- Targeting different audience segments
- Reallocating budget to top-performing campaigns

After analysing the results of our landing page test with Miele's Tumble Dryer campaigns, we made sure that campaigns directed customers to the 'benefits' landing page to drive the best possible performance for these specific campaigns.

This leads us on to testing – a hugely important and effective way to identify what can help and hinder your account performance, helping to drive growth.



Testing & Iteration



The most effective way to work out the activity that helps drive performance in your account is through testing. Without testing, you're isolating yourself to the tried and tested methods that could be holding back your account and restricting potential success.

That's not to say what you're already doing isn't working, but without experimenting further, there's no way of knowing if your current strategy is the most effective.

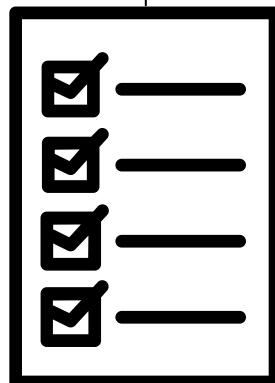
There's always room for improvement, and whether your account is struggling or flying, testing provides further opportunity to explore and identify the activity that could drive growth in your account.

A/B testing ad copy, targeting parameters, and landing pages

What you test is dependent on the results you want to see, and the areas that you want to improve. Often these are short-term goals that can help with optimising your account to reach the long-term goals that are aligned with your wider business objectives.

Some of the testing we've carried out in the Miele account includes:

- Product pricing in PMax
- Pinning for RSAs
- Ad copy for audience targeting
- Using keywords as product types
- Landing page CVR
- Ad scheduling



All of these tests helped us to identify where we could be better allocating budget to drive growth, and the activity that could help us do so.

Equally as important as highlighting what does work for your account, testing can also highlight what doesn't work for your account, and help you to avoid future budget wastage and poor performance.

Iterating based on test results to improve campaign performance

The best part of testing is being able to apply any successes to your campaigns in real-time and seeing desired results.

The whole reason behind testing is to discover what works best for your account, and what will help to drive performance and ultimately, help you to reach your business goals.

The success that Miele has seen as a result of testing has helped take the account to the next level, and has assisted in remaining ahead of the curve, recognising required changes or updates, and continuously optimising the account.

Read on for an example of one of the many tests we've carried out with Miele since working together.

The test was carried out in August 2022, and led to 11 award nominations with publications including The Drum, Prolific North and the UK Search Awards.

Case Study: Testing Product Types



Overview

We helped Miele to optimise their product feed and drive a 30-day revenue increase of 275%, and a sales increase of 400%, across their 'vacuum' product area. Upon receiving extra budget, we looked at how we could maximise budget efficiency, which led us to re-imagine how Performance Max campaigns could be edited and explored to better drive revenue in desired areas, and inspire the algorithm for more visibility across individual products.

Objectives

Miele, upon providing extra budget for the year, wanted to drive efficiency to both assist with bigger picture growth, and address specific product areas that they wanted to grow. In addition to growth goals, we wanted to gain better control over newly implemented Performance Max campaigns – which have been met with some scepticism due to a lack of control – within the account.

Prior to the campaign, Miele had existing objectives in place of maintaining a specific ROI, which was increased at the beginning of 2023 due to continued success within the account.

Execution

We decided to conduct an A/B test across Miele's 'vacuum' products. This specific product area was chosen as the products are reasonably priced, and it was an area that our client wanted to grow. The product area would be segmented into two groups of products with a fair split of current price, performance, and models. The first group was to have keywords added into the 'product type' section of the shopping, whilst the second group would remain without.

Test Type and Description	Campaign(s)	Implementation Date	Type of Test	Length of Test	Hypothesis
Adding keywords in the 'product type' section of half the products in the shopping feed. This sends extra signals to the Google algorithm.	PMax: Shopping Vacuum Cleaners	01/08/2022	A/B Test	30 Days	We expected the vacuums with the extra 'product type' to perform better than the ones without.

Case Study: Testing Product Types



Results and effectiveness

The 30-day comparison of results before and after testing highlighted:

- **88% ROI increase**
- **275% revenue increase**
- **400% sales increase**

Product Feed Updates				
Metric	Before Testing		After Testing	
	No Extra Product Types	Extra Product Types	No Extra Product Types	Extra Product Types
Impressions	217,000	138,000	134,000	244,000
Clicks	1,400	1,200	950	2,800
Spend	£1,500	£1,000	£1,000	£2,000
Conversions	20	15	9	75
Revenue	£3,200	£2,700	£2,300	£10,100
ROI	2.2	3.3	1.6	6.2

By focusing on driving efficiency and driving growth, we are now able to use budget to focus on Miele's aim to grow 'generic' brand presence and market share, along with new customer acquisition.

Following success, we rolled out product feed updates across all Performance Max shopping campaigns. As a result, the 'vacuum' product area in Q4 2022 saw:

- **43% YOY ROI increase**
- **81% YOY revenue increase**
- **9% YOY sales growth**

Scaling & Expansion

Strategies for scaling successful campaigns

In order to efficiently scale your existing campaigns, it's important to have a working foundation in place that can serve as a starting point. Then, you can focus on increasing budgets and aggression for exposure.

One of the ways we did this with Miele was by pulling out particular categories such as vacuum or laundry into their own campaigns, and allocating specific budget to scale said areas and products.

For many brands, this method could be useful when applied seasonally across products that they know may or may not do well during certain times of the year. Again, this is why a comprehensive understanding of your account and its historical performance is important - it can help you to further scale your campaigns in the future.

Expanding reach through new channels and formats

Diversifying your PPC campaigns with a variety of channels and formats can help you to tap into new territories that can reach more of your existing, or an entirely new, target audience.

Leveraging different ad types and formats through the likes of Display, Video, and PMax can help you to appear in other areas that your target audience might be looking.

Balancing growth with maintaining campaign efficiency

By focusing on both efficiency and growth, you can sustainably scale your PPC efforts whilst driving results and maintaining the working foundation within your account.

However, remember - when making changes to grow your account, it's crucial to continue to monitor performance closely, keeping an eye on key metrics and overall campaign profitability.



"Having partnered with Miele for such a long time, we've spent a lot of time working with them to understand their brand, their goals, and how we can help to drive performance with PPC. Growth is always at the forefront of our minds when working with a client, so it's always great to take a step back every once in a while and see the fruits of our labour. It certainly helps that the client was extremely trusting and open to experimentation to get the very best out of PPC."



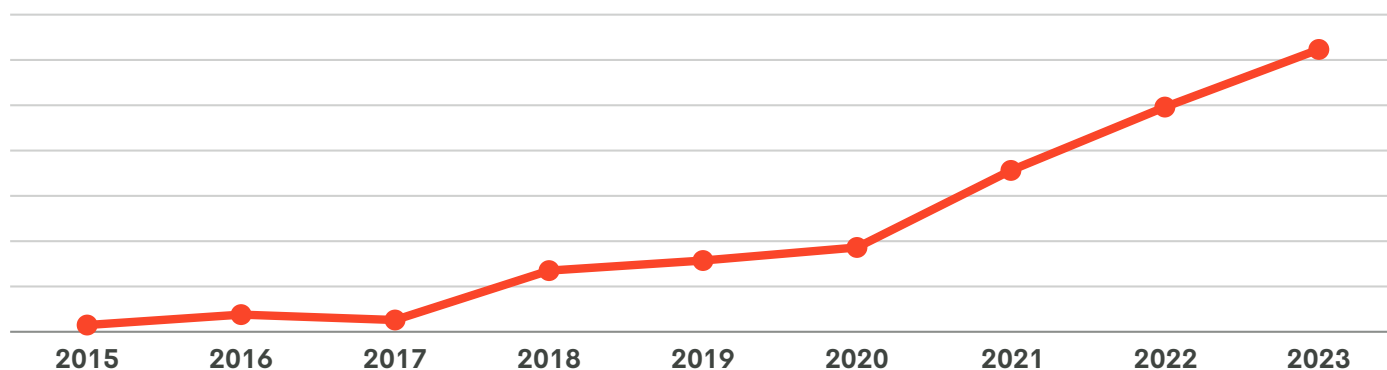
Anna Wood

Head of Client Services



Scaling & Expansion

Revenue Growth (Google Ads)



Since the start our partnership with Miele, we've seen incredible growth across the account. Comparing where the account started, to the results we saw last year,

YEARLY REVENUE

+4,086%

YEARLY SALES

+933%

YEARLY ROI

+99%

YEARLY SPEND

+2,007%

The Miele account is a clear example of how planning for the long-term is just as important as planning for the short-term. Yes, PPC can deliver quick results with investment, however it requires consistency and strategy to experience this kind of incremental growth over time.

Not only did Miele see phenomenal growth through PPC, but the UK account was also used as an example for other territories due to it's market-leading performance.



"We have been working with Circus for many years, developing a collaborative relationship with shared goals, which has allowed us to operate as though they were an extension of our internal team. The team at Circus have supported us to drive growth in our direct to consumer business, increasing paid revenue by 40% year on year with ROI growth of 20% year on year. Their focus on building a strong relationship and driving results is just what our team needed to deliver our business goals."

Bill Bailey

Head of Digital, Miele



Dos & Don'ts



Now that we've introduced you to our ten steps to success, what are the most important takeaways from each section? To summarise, here are some of the dos and don'ts that should be considered when taking creating, implementing, and optimising your PPC strategy.

Do	Don't
Know why you're implementing PPC	Jump into PPC without a strategy
Understand your PPC goals and objectives	Use PPC without considering other channels
Know your audience's search behaviours and habits	Waste budget on ineffective, irrelevant traffic
Do your (keyword) research	Ignore historical account data
Enhance ad copy with relevant keywords	Overlook your USPs in your ad copy
Find out where budget is being wasted and re-allocate	Neglect poor performing campaigns - investigate!
Ensure your landing page reflects your ad copy	Forget about the landing page experience
Align your key metrics with overarching goals	Fail to set up effective tracking
Apply successful test results in your campaigns	Stop testing!
Have a working foundation as a starting point	Try to scale without testing

Of course, there are so many more do and don'ts, many that we've mentioned (and reiterated) through the length of this whitepaper. Before we do dive into our key takeaways and conclusion, this is a good time to revisit your why.

More specifically, why PPC?

As a specialist PPC agency, we might be biased, but the growth that we've seen for our clients over both short-term and long-term periods is unmatched, and the endless ability to test, adapt, optimise and repeat means that we can continue helping our clients to grow more, and more, and more! The opportunities with PPC are infinite, and the changing landscape of the industry makes it all the more fun.

Key Takeaways



Understand your audience

One of the first things to think about when creating PPC campaigns is... who are you targeting? And even more importantly, how will you reach them? As we mentioned earlier, there's no point driving traffic to your website, if it's not the right traffic.

Understanding your audience demographics and search behaviours will help you to create uniquely tailored ads that drive conversions.

Data, data, data

No decision in PPC should be made without the data to back it up. That's why we test, and continuously optimise, and adjust bidding strategies – because the more data we can get, the more data there is to inform us of how we can get the best out of our campaigns, and reach business goals.

Never stop testing

Arguably one of the most important parts of implementing a successful PPC strategy, as we've demonstrated throughout this whitepaper, is testing.

We're all aware that what works for account won't work for another (and vice versa), so experimenting with conducting A/B tests within your account – whether that be landing pages, ad copy, or audience targeting – is what will help you identify what's going to help drive the growth you want to see.

Focus on your long-term goal

Lastly, keeping your initial business goals and objectives at the forefront of everything you do is what will help you to make the right strategic decisions to reach said goals – and who knows, maybe even win some awards.

Ready to get started?

Circus PPC Agency is a specialist PPC agency made up of an 18-person strong team of dedicated PPC experts that love what they do. Our experienced account managers have helped brands to drive incredible results with considered, tried and tested, successful PPC strategies that have led to them reaching their long-term business objectives.

For more information on how we can help you kick-start your PPC, visit our website, or give us a call!

CIRCUS



Expert individuals hugely experienced in PPC



New clients see an average 150% increase in sales within the first 3 months when working with Circus.



Rick Tobin
Managing Director

rick@circusppc.com
0113 887 7285