

Pay Per Click (PPC)

Ten Stats that Show the Value

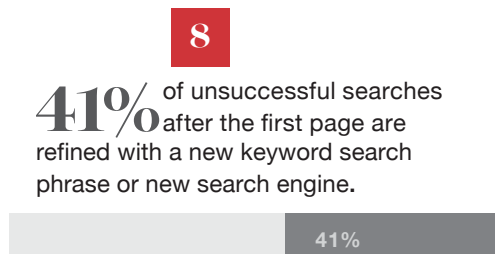
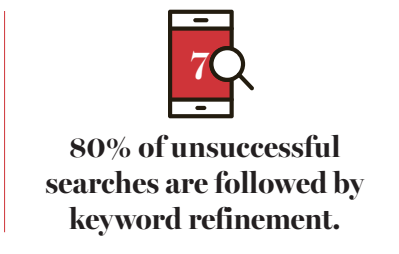
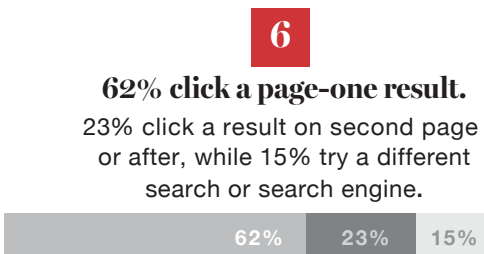
FAST AND EFFICIENT

- 1** *PPC is a great entryway into the Search Engine Marketing (SEM) marketplace.* It takes mere minutes to set up an account. You can immediately start running ads to your target audience.
- 2** *It's perfect for rapid response advertising and testing.* You can react immediately to competitor campaigns, current events that impact your business, and/or adjust keywords and copy.

TARGETS IDEAL AUDIENCE

- 3** *Reach the right people right away.* That's where setting up effective PPC audience filters can make a difference.
- 4** *Choose exactly where and when your ads will appear.* You can adjust based on location, keywords, and time of day. No other SEM tool gives you that flexibility.
- 5** *Geographic pin-pointing.* When customers in your area seek your business, your targeted ad is there.

SEARCH USER BEHAVIOR



IT ALL ADDS UP



9 In the United States alone, there were **10.5 billion searches in 2009**, which is a 106% increase from 5.1 billion in 2005.



Leverage PPC to your advantage—PPC allows you to measure valuable metrics, including your costs, views, and clicks. You can adjust immediately to boost ROI.

SOURCE: INSTRASPIN.COM, ALPHAGRAPHICS.COM