

What Is A PPC Automation Platform?

The way we shop and purchase products and services has changed drastically. Long gone are the days when people used to spend hours in shopping malls and stores to look for something they want. So, if people do not shop at these venues anymore, where do they go?

According to research, it has been found that roughly 60% of shoppers look for products and services online. This means that people are now looking for a more comfortable and faster shopping experience. With the change in buying habits, brands and businesses have also shifted their marketing strategies.

There are many reasons why small businesses are now abandoning the traditional advertising methods for digital ads. Still, the main reason is that digital ads are seen by more people, which brings in more revenue. In this article, we will be talking about PPC automation and campaigns.

Why Do You Need PPC Automation?

Based on studies, it has been found that the estimated expenditure for the North American SEM reaches approximately \$20 billion every year. It means that this massive amount is being used on mundane and manual optimization.

Additionally, it has been found that 82% of industry professionals have claimed to offer 'SEO consulting'; on the other hand, only 25% of these respondents have listed business management and development as their offered services.

The remaining of the respondents claimed to provide reputation management or public relations for their customers and clients.

We can see that search specialists in both SEO and PPC fields frequently waste time on tasks that you could easily automate. Whether it's looking for keywords, creating segmentations that are quality-score and keyword-friendly, getting done with bid management, or crafting compelling ad copy, precious resources are frequently being wasted every day.

You need to ask yourself, why would you employ your resources and talent on these tasks? Would it not be preferable to automate these redundant and menial tasks?

What Is A PPC Automation Platform? How Does It Work?

PPC automation can be referred to as the system that charges marketers each time a (potential) customer clicks on their ads. This function allows marketers to control their Google ad campaigns utilizing machine learning without spending hours on manual timing, scoping, and targeting. By automating the steps and systems, the third-party applications will get done with all the hard work.

For instance, you can use PPC automation to control various tasks like stop running ads on certain days, change the target audience before completing the running cycle, etc. It implies that you no longer have to adjust, activate or deactivate these ads by hand.

Instead, you can use this time to grow your business and generate leads; the machines will get done with the rest of the work. PPC automation is considered one of the best ways to optimize the performance of your ad and allows you to focus your time on other marketing goals.

There are many automation tools that you can use; some of the most reputed ones include Wordstream, Optmyzr, Adzooma, PromoNavi, etc. All these tools can help make PPC-related tasks manageable so that marketers do not have to run the campaigns manually. These tools are the game-changers in PPC and can take your campaign to the next level.

Among the many available PPC automation tools, PromNavi is considered one of the top digital marketing platforms where PPC professionals, agencies, and marketers can automate their daily tasks, get insights on the PPC campaigns, and reduce misused ad spends.

PromNavi offers several automation tools. For instance, the keyword planner allows you to expand the keyword list with phrase-match, suggestions, and related keywords. Similarly, there are many more tools that can help you automate your PPC campaign. Marketers also have access to a dashboard to study and analyze their ad performance and look for abnormal trends in their campaigns.

PPC Automation: Key Benefits

Most PPC technologies are designed to address a few problems related to advertising strategy. However, PPC automation technology is different because it reinvents how we approach search engine advertising today. Some of the benefits of PPC automation include:

1. Improved Efficacy

PPC automation aids in making more accurate and precise campaign decisions based on your business's unique goals. When you use machine learning technology to analyze your business's data, you will discover innovative and fresh ways to improve performance and audience targeting.

Data-driven and real-time forecasts can help businesses forecast how various changes in their business strategies will impact your performance. With the help of automation, you will be able to make smarter decisions.

2. Better Budgeting

If you can detect anomalies in your campaigns, you can stop the problems before they can hurt your performance. With this, you will not have to spend any budget if there are problems with targeting, keywords, ad groups, and campaigns.

This will also help you reduce the wastage of precious ad expenditure. The advanced bid optimization technology present in almost every PPC automation tool employs algorithms to allocate values on each keyword to meet your advertising goals. This way, you will spend the minimum amount on the keywords to ensure you meet your overall business goals.

3. More Growth Opportunities

A combination of reducing wasted ad spend, improved campaign performance, and saving time will allow you to devote time to pursuing new growth initiatives. For instance, you can spend more money and time exploring new marketing platforms, ad types, and new audience targeting.

The more businesses start using PPC management tools, the more it will become important for you to invest in them and keep up with the competition. Using PPC automation tools will help you scale your strategy and stay ahead of your competition.

Final Thoughts

Today, PPC management tools are changing fast. You can expect better and new ways to use automation in the future. What remains true is that automation is well on its way to becoming the future of paid search, no matter how it changes and evolves in the long run.

Choosing the right company and platform to assist in your efforts is crucial and is a task that is not to be taken lightly. Be sure to do your due diligence when researching companies to find the best match for you and your business.