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Go Ape!

PPC MADE EASY



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PAY PER CLICK (PPC) MADE EASY

In 2022, the Google search and ad display network was reaching over 2 million websites and **94%** of the search engine market in the US and over **90%** of Internet users around the world (Source: Google Ads).



Many operators are aware of the need to engage in PPC advertising but, in an online world that's gone **bananas** in the past decade, many are also overwhelmed with how best to engage.

By now, most savvy operators are engaging in **pay-per-click (PPC)** advertising, primarily via Google Ads.



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CHOICES FOR OPERATORS

To date, the choices for operators have been few, with a primary focus on SEO. And while SEO has its place, **PPC** has been over **twice** as effective at generating website traffic. (Source: Search Engine Land).

As well, PPC ads visibility is endless and allows users to manage where their ads will appear, giving them tighter control over their **ad campaigns** and their budgets.

Many operators are simply **mimicking** what others are doing because of the lack of solutions in the marketplace.

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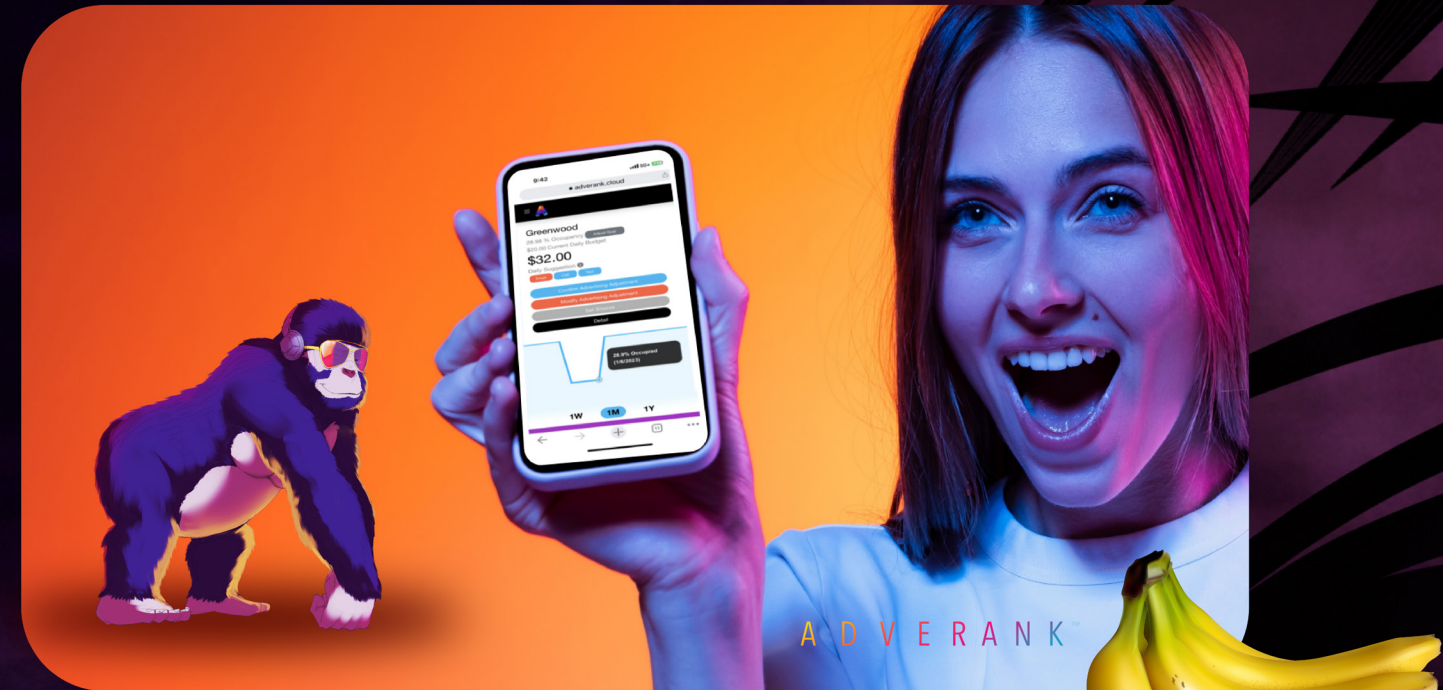
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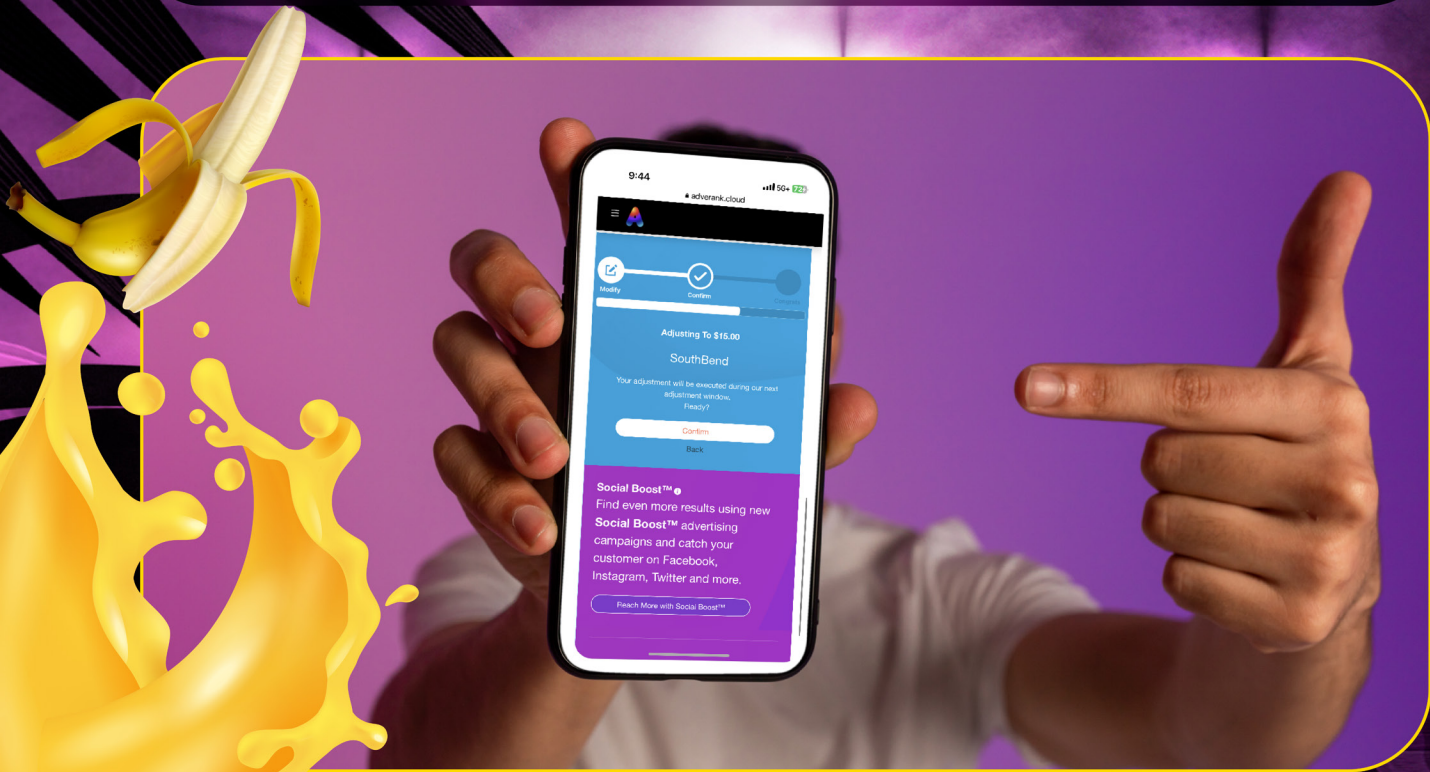
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DON'T MONKEY AROUND

So, rather than monkey around with what everyone else is doing, maybe it's time to "Go Ape with PPC" that has been made easy.



Adverank Ad Management Software

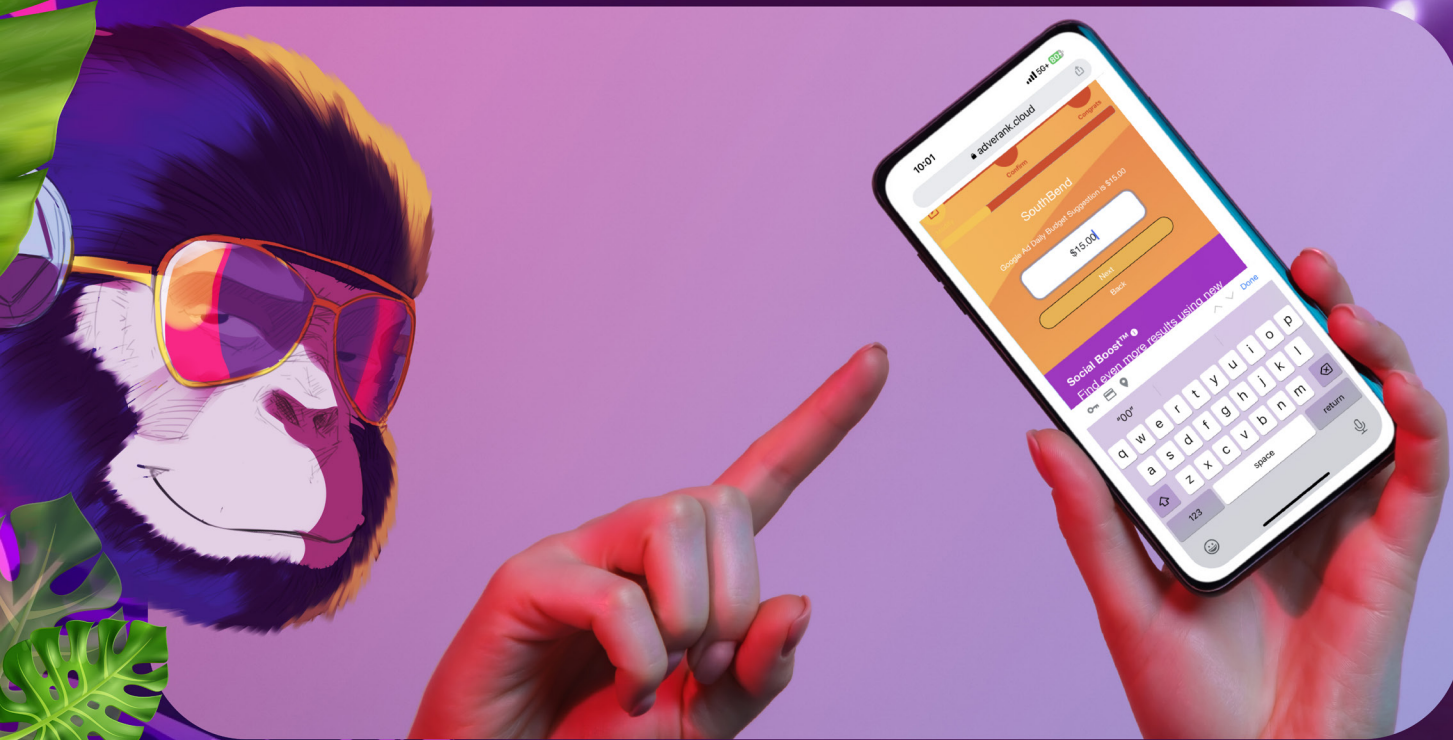


Apes are not monkeys, and have many superior differences, including larger brains. While the monkeys go around **copying** everyone else, apes will work out more **advanced solutions** with logical thought and/or with tools.

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Adverank is **easy** to access and understand for one simple monthly fee (not including PPC and Social ad spends)

Our proprietary software provides daily **recommendations** and suggestions on budgeting, all based on your occupancy goals and PPC performance in the marketplace

Recommendations are presented in a clear format on **any** Internet capable device (One-Click-Adjust to a portfolio, Facility Adjustment, Modify Adjustment recommendations, Social Boosts) for you to decide upon at your discretion and timing

Our PPC experts plan Google Ads **keywords** for you based on our industry knowledge and the everchanging algorithms Google employs

Adverank, and our proprietary software **platform**, is designed to help operators tackle the tough decisions that generate successful **PPC** and **Social** ad campaigns with ease.

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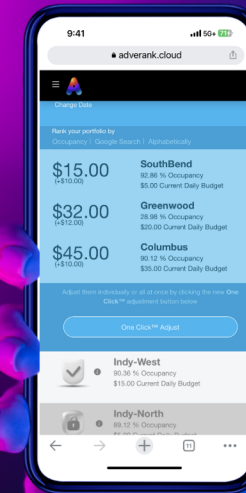
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And while we are becoming known as **"the pay-per-click guys"** in the industry, Adverank also offers a full suite of other agency services to help you achieve your marketing and business goals.

Many of these services are **automatically** included in our monthly fee, helping you differentiate yourself from the competition.



Apes mostly live, and thrive, in jungles. Such is the habitat in today's online advertising world. Partner with an industry **gorilla** and see results to go **bananas** over!

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