



PPC GUIDE

PPC Services Guide

How Koupe Media approaches Google Ads and Microsoft Ads management for efficient, high-intent acquisition.

Clear strategy.

Commercial priorities.

No long-term contracts.

Direct specialist support.

Transparent reporting.

No hidden fees.

koupemedia.com

What PPC is best at

PPC is designed to capture existing demand quickly. It can place your business in front of people actively searching for a product, service or solution, but performance depends on much more than turning campaigns on.

Search intent Target queries that indicate genuine commercial intent rather than chasing volume for its own sake.	Account structure Organise campaigns and ad groups around products, services, locations and meaningful intent.
Search-term control Review what users actually typed and use negative keywords to reduce irrelevant spend.	Measurement Track leads, sales and other useful actions so optimisation is based on business outcomes.

Google Ads and Microsoft Ads

We manage Google Ads and Microsoft Ads as separate platforms. Microsoft campaigns can sometimes be imported from Google as a starting point, but they still need their own review, targeting, tracking and optimisation.

Our PPC management process

1. Account Health Check Review campaign structure, search terms, conversion tracking, budgets, targeting and obvious inefficiencies.	2. Strategy Agree priorities, campaign types, locations, budgets and the conversions that matter.
3. Build or restructure Create or refine campaigns, keywords, ads, negatives and tracking around the agreed strategy.	4. Ongoing optimisation Review search terms, budgets, bids, conversion quality and landing-page alignment on an ongoing basis.

What we optimise

- Keyword and match-type strategy.
- Negative keywords and irrelevant search-term control.
- Geographic and schedule settings.
- Ad messaging and asset coverage.
- Budget allocation and bidding strategy.
- Conversion tracking and lead-quality feedback.
- Landing-page relevance and conversion journey.

PPC for SMBs

You do not need an enormous media budget to use PPC effectively. Smaller accounts benefit from disciplined targeting because every irrelevant click matters more. We focus on the searches, products and locations most likely to justify the spend, then expand when the data supports it.

PPC Audit vs Account Health Check

PPC Audit is a useful search term for businesses looking for a detailed account review. Our customer-facing offer is a complimentary PPC Account Health Check: a practical review of structure, targeting, tracking and budget efficiency, with no obligation.

Get a complimentary PPC Account Health Check

Already running Google Ads or Microsoft Ads? We can review the account and highlight practical opportunities to improve control and efficiency.

<https://koupemedia.com/ppc-audit/>