

PERFORMANCE MARKETING



GOOGLE ADS

ETA ADS

Lead generation

Sales

Awareness

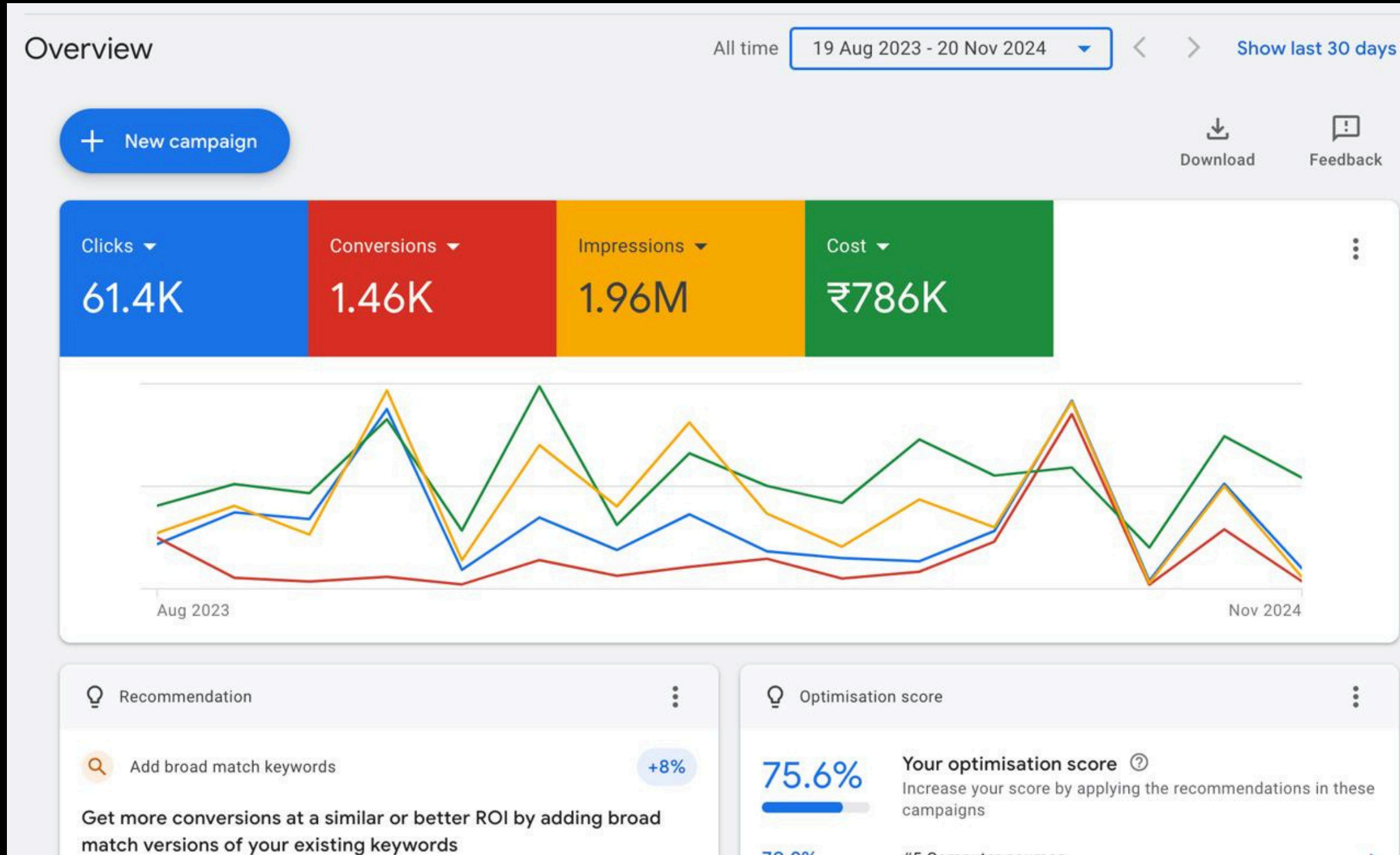
YouTube ads

Search ads

Display ads

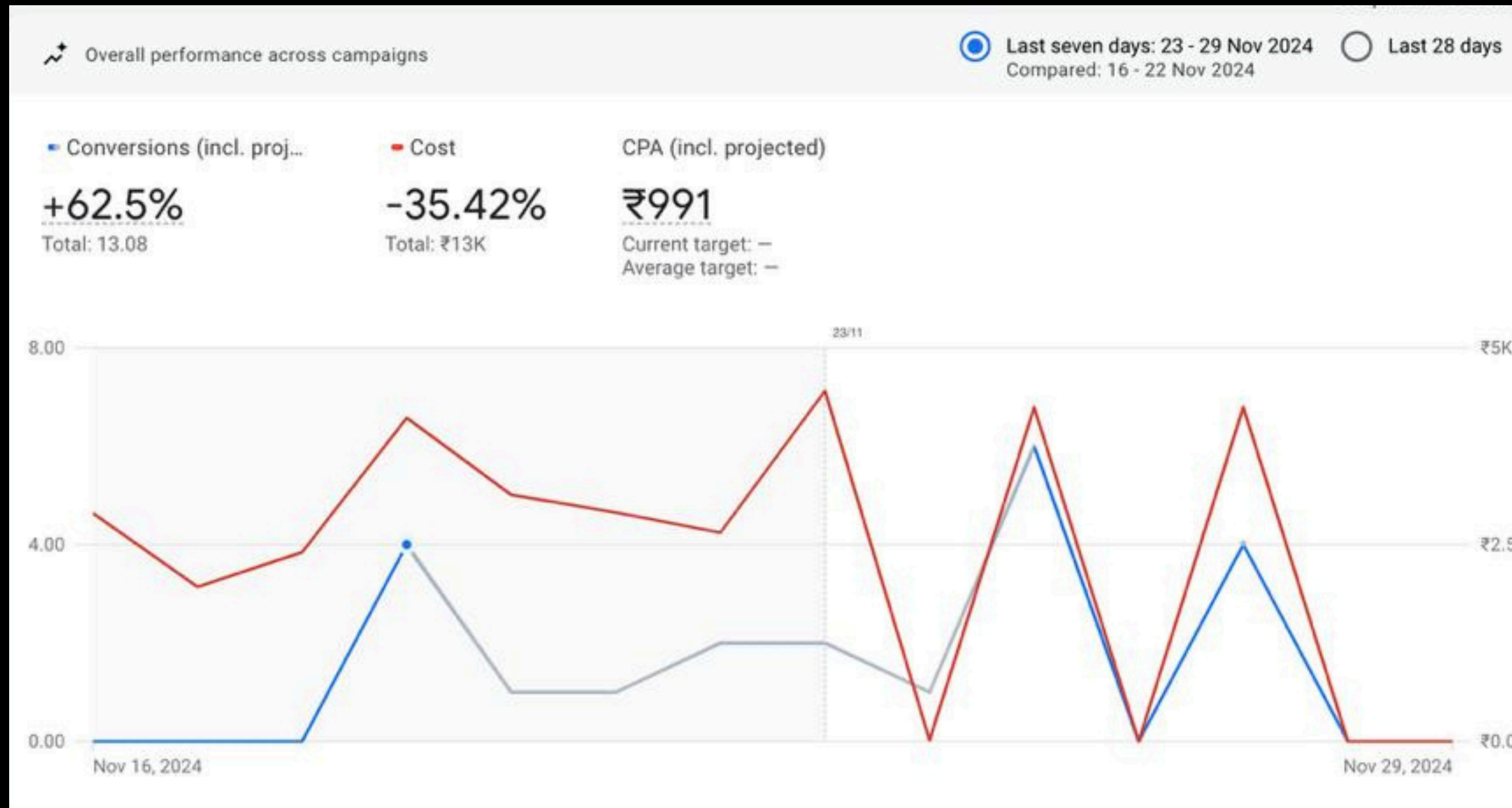
GOOGLE ADS

LEAD GENERATION





REDUCED COSTS & HIGH CONVERSIONS

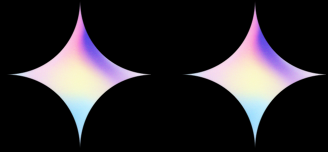


INCREASED OPTIMIZATION SCORE

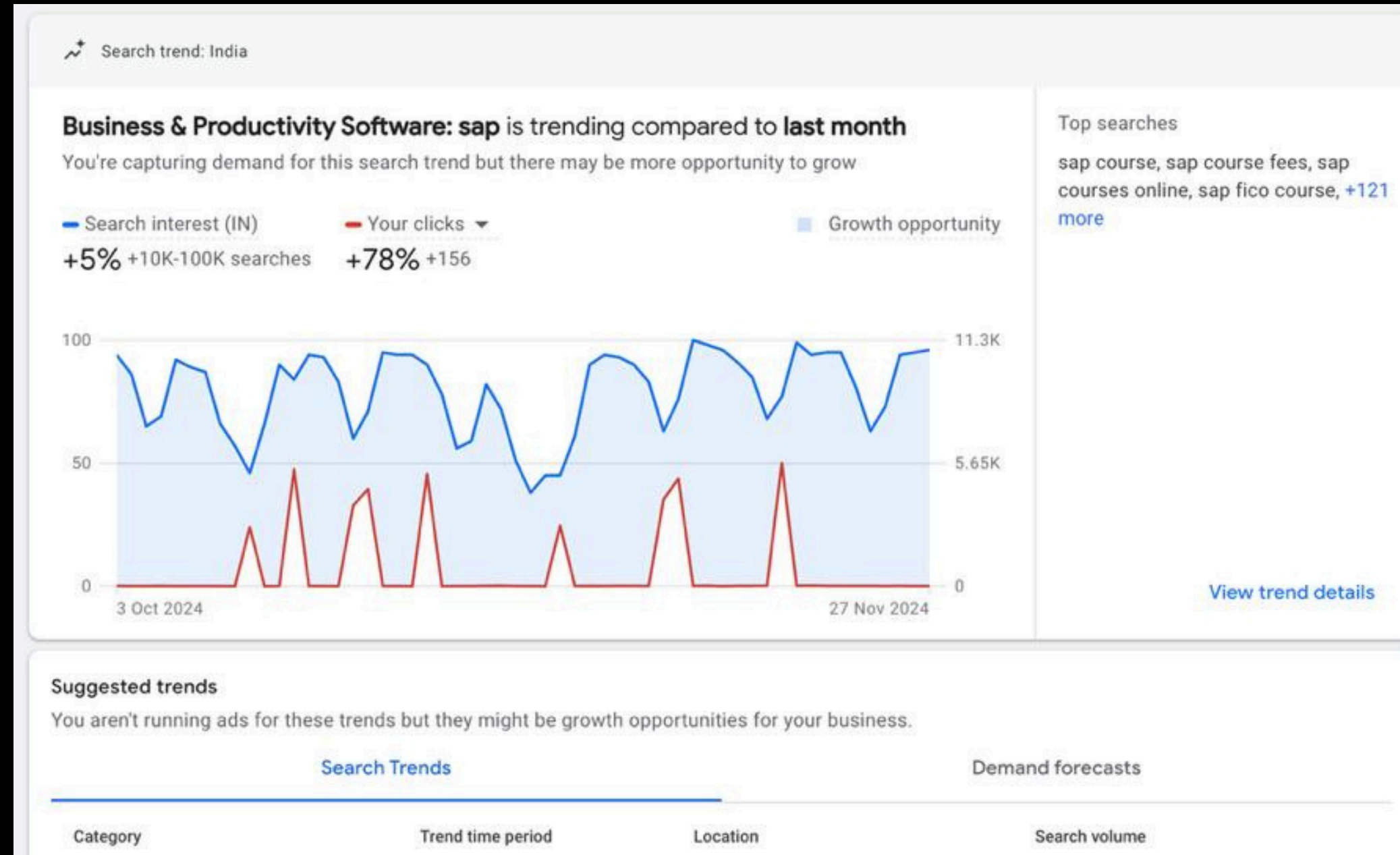
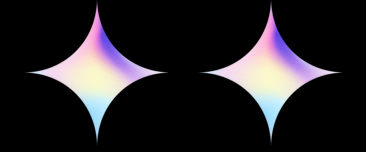
BY 64%

The screenshot displays a Google Ads optimization dashboard. At the top, a line graph shows performance trends from August 2023 to November 2024, with four data series in green, yellow, blue, and red. Below the graph, the 'Recommendation' section suggests creating a Performance Max campaign, which could increase performance by 10%. The 'Optimisation score' section shows a current score of 64.7% and lists five campaigns for improvement: #5 Computer courses (54.3%), #4 Python Training (62.1%), #6 Microsoft Azure (67.6%), #1 Excel Courses (67.7%), and #2 SAP Courses (68%).

Campaign	Optimization Score
#5 Computer courses	54.3%
#4 Python Training	62.1%
#6 Microsoft Azure	67.6%
#1 Excel Courses	67.7%
#2 SAP Courses	68%



INCREASED CLICKS



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+91 831-0377721



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