

SERVICE OVERVIEW

Google Ads Management Services: Platform Mastery That Maximizes Every Rupee

Key insights and actionable frameworks

Search campaigns: architecture and optimization methodo

Search campaigns remain the highest-intent channel in Google Ads. Optimization requires a systematic methodology across account structure, keyword strategy, ad copy, extensions, and bidding. Account architecture for business logic: We structure campaigns around your revenue model, not just keyword t

Shopping campaigns: feed optimization and segmentation

Shopping campaigns live or die based on feed quality. Product data determines whether your products show up for relevant queries and whether they convert when they do. Feed optimization fundamentals: Product titles follow a proven structure: Brand + Product Type + Key Attributes + Modifiers.

Performance Max: configuration and pitfall avoidance

Performance Max is Google's AI-driven campaign type designed to automate cross-channel advertising. It works brilliantly when configured correctly. It wastes budget catastrophically when misconfigured.

YouTube ads: creative frameworks and targeting precisio

YouTube advertising drives awareness, consideration, and conversions depending on format and creative approach. Success requires following direct response creative principles adapted for video. Hook architecture: The first 3 seconds determine whether viewers watch or skip.

Display and Discovery: audience-based performance

Display and Discovery campaigns extend reach beyond search intent. Proper execution requires audience focus, creative testing, and strict performance standards. Audience targeting over placement targeting: We build campaigns around audiences, not placements.

Remarketing: behavioral segmentation and message progre

Remarketing follows prospects through their decision journey with messaging that matches their level of engagement. Generic "come back" ads underperform behavioral segmentation by 3-5x. Segmentation by behavior depth: Homepage visitors get awareness-level messaging focused on value proposition and d

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