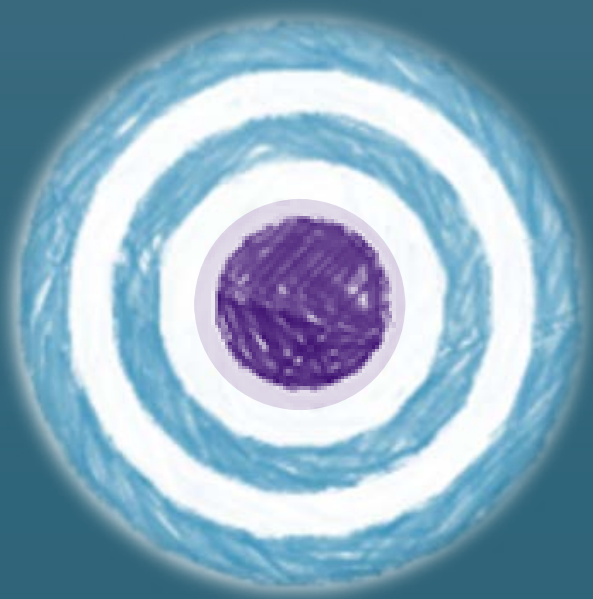


# THE BENEFITS OF PAID SEARCH



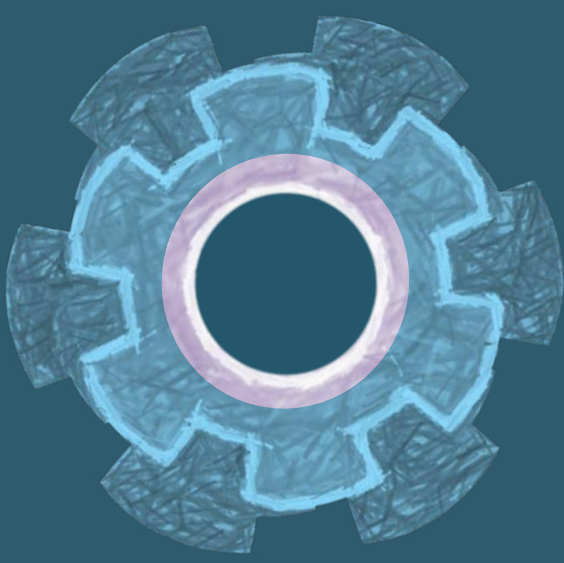
Instant Traffic

Specific Targeting



Pay Only for  
Performance

Easy to Measure  
Results



Complete  
Campaign Control

Businesses earn about \$3 for every \$1.60 they spend with AdWords.

A successful paid advertising campaign can increase your brand awareness by ...

80%

Sources:

1. <https://www.ucraft.com/the-definitive-web-marketing-guide/ppc-marketing>
2. <https://adwords.googleblog.com/2014/06/new-study-search-ads-lift-brand.html>