

THE PLAYBOOK FOR PPC PROS

**10X Your Impact &
Become Indispensable**

STEWART DUNLOP

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The future of PPC isn't man vs. machine. It's man + machine.



If you're reading this, you already know AI is transforming PPC marketing - *Your social feeds are drowning in chatter.*

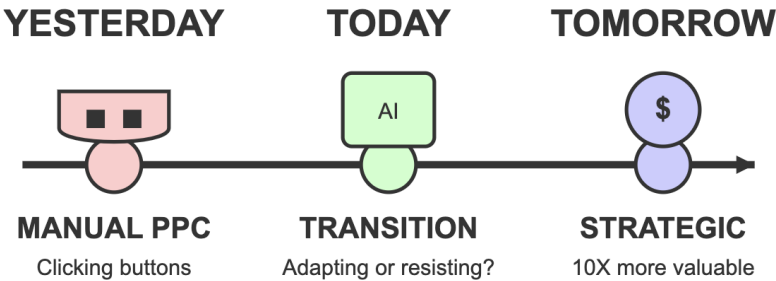
You're not here to debate whether it's happening - you're here to figure out **how to actually leverage it before everyone else does.**

I spent two years obsessed, buying every PPC course, testing every strategy, burning real money to see what works. The result?

- ☑ Scaled a marketing agency to **\$600K/month in revenue**
- ☑ Mastered AI as a **force multiplier**, not a replacement
- ☑ Built a framework that keeps humans **indispensable** in an AI-driven world

*I even built my own AI-powered tool, **PPC.io**, to help automate PPC auditing and instantly surface insights without burning hours on manual tasks.*

The goal of this book is to make you an utterly indispensable PPC machine that everyone wants to work with - someone who understands the full marketing picture clearly and knows how to use AI to your advantage.



THIS BOOK GETS YOU HERE →

WHAT YOU WILL LEARN IN THIS BOOK

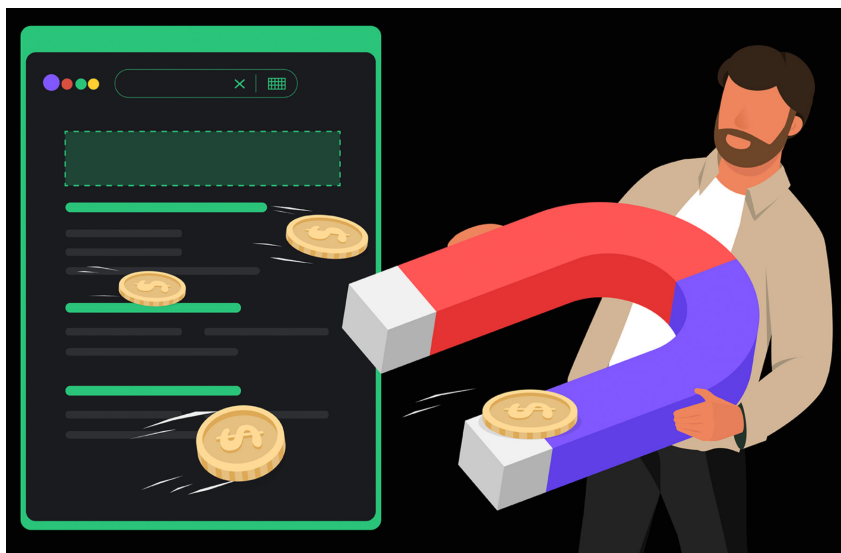
This playbook guides you through ten strategic chapters that will equip you with actionable strategies to thrive in the AI-driven PPC landscape:

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By the end, you will have a clear framework for thriving in a future where AI is going to continue disrupting PPC advertising.



✓ WHO THIS BOOK IS FOR:

- PPC pros who want to leverage AI as their secret weapon, instead of fearing it as their replacement
- Agency owners sick of wasting hours on manual tasks while clients demand better results
- Marketers who want to be relevant in 2025 and beyond, not stuck in 2015 tactics.

✗ WHO THIS BOOK IS NOT FOR:

- AI Doomers 🧛 still living in fear of whether it's good or bad (it's here, move on)
- PPC dinosaurs refusing to evolve and fighting tech giants like Google & Meta who have very clearly made AI the basis of their business moving forward
- People hoping AI will do their entire job (*spoiler: we still need humans*)

CHAPTER 1

AI AS PARTNERS, NOT REPLACEMENTS

Most PPC pros are making one of these two mistakes:

1. **They're fighting AI** → They fear losing all control and stick to manual processes that AI already outperforms.
2. **They're blindly trusting AI** → They let the machine run wild and watch budgets burn on garbage leads.

The real winners today understand that AI has its shortcomings. You can't just sit inside of ChatGPT, run a few scripts and expect to beat everyone else.

In this chapter, we'll explore how Google's AI-driven ad platform actually works, and how to guide Google rather than fight them.

THE AI REVOLUTION ALREADY HAPPENED

Google launched Performance Max in 2021. Meta has pushed automation for even longer. The ad platforms decided years ago that AI (machine learning) was their future.

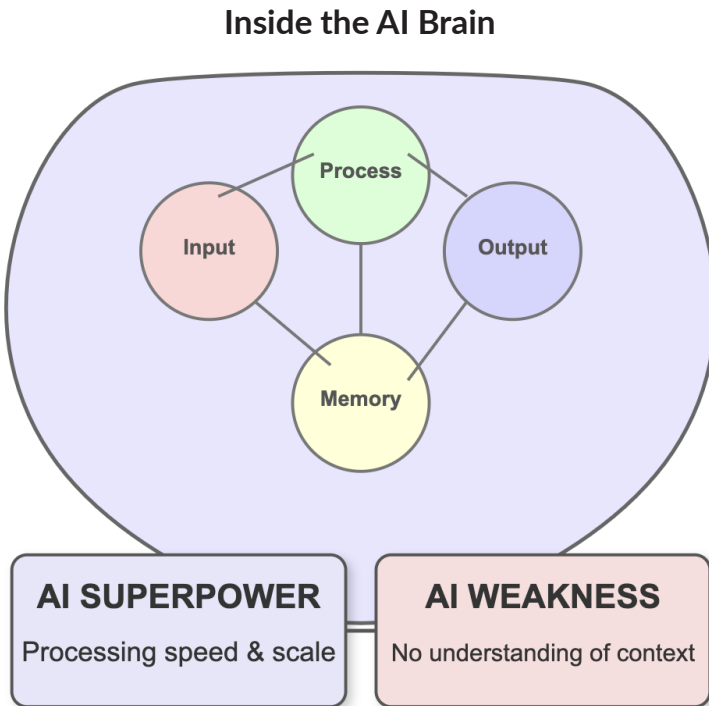
We moved away from manual bidding and endless keyword adjustments a long time ago. AI reigns supreme here.

In this new era, your value is strategy, and guiding AI towards business goals instead of pressing buttons

For some reason, we think of ChatGPT as 'AI' but Google ads as something different. But there's far more AI intelligence going on **inside of Google ads platform** than any ChatGPT-type tool.

INSIDE GOOGLE'S AI BRAIN

Let's quickly recap how AI actually works within Google ads.



When a user **searches for something** or visits a website where your ad could appear, Google's AI processes:

1. **User signals** → Not just demographics, but behavioral patterns, device data, location, time of day, weather, and dozens of other factors.
2. **Historical performance** → How similar users have responded to your ads in nearly identical scenarios.
3. **Conversion probability** → Real-time calculations based on thousands of signals that would take a human analyst weeks to process.
4. **Business context** → Your campaign objectives, conversion settings, and competitive landscape.

All of this happens in milliseconds, calculating possibilities that would take a human team months to analyze.

AI's superpower? It can process & adapt faster than you ever could.

AI's weakness? It doesn't understand the bigger picture.

WHERE YOU FIT IN THIS NEW WORLD

Your job **isn't** managing bids anymore. It's managing the AI algorithm running in the background.

Your value isn't so much in manual execution anymore (*and as we'll see, that's a good thing*). It's in strategy, creative direction, and keeping AI aligned with actual business goals.

REAL-WORLD EXAMPLE: WHEN AI OPTIMIZES FOR QUANTITY, NOT QUALITY

Imagine you launch an AI-driven campaign set to “Maximize Conversions.” Initially, you’re thrilled, leads are flooding in at a lower cost.

But after a month, your sales team complains most leads aren’t converting. The AI did exactly what you asked: maximized conversions, but chased quantity over quality.

You (the human being) are the one who has to collaborate with the sales team and solve this problem.

A good PPC’er would do something like this:

- Use custom conversion values to help AI prioritize high-value customers.
- Exclude low quality leads
- Include a better lead qualification form on your website
- Combine your strategic insights with AI’s speed and efficiency.

The result?

Fewer wasted leads, higher profitability, and better long-term growth.

Platforms like Google and Meta promise AI can handle everything, but it really still can’t. The gap between AI’s capabilities and human intuition is where your real value lies.

AI is a brilliant executor but a terrible strategist. It optimizes within parameters but has no idea which parameters actually matter.

WHY CLIENTS STILL NEED YOU

Here's a quick story about a content marketing agency my friend owns who had a big problem on his hands trying to hang onto clients with all the AI hype.

When ChatGPT launched, their clients started asking questions like: *"Why are we paying you when AI can generate blog posts for free?"*

The agency's mistake? They were selling execution (*literally a number of words per month*), and not strategy or business outcomes.

So instead of fighting AI, they adapted. They stopped positioning themselves as content writers and started pitching themselves as proper content marketers, who would generate real business outcomes for their clients.

What changed?

- They started actually tracking conversions across all of the content they published, so their clients could actually see that real leads were coming from those pages.
- They trained AI models on their clients' brand voice to keep messaging unique.
- They built editorial strategies AI couldn't replace - leveraging storytelling, case studies, industry expertise, and human insight.
- They focused on what AI couldn't touch - content distribution, audience research, and conversion optimization.

Clients didn't just stick around - they trusted them more than ever. They started moving into other areas of content production as well - Like YouTube and shorts for social platforms.

It's true that other low-quality content writing agencies have gone out of business in the last couple of years and rightfully so, because

they just weren't adding ANY value beyond the execution of words on paper.

I tell this story because this is a position that some PPC'ers might fear themselves facing in the next few years, if we end up with AI tools or ad platforms that just don't need much of a human input anymore.

The PPC professionals who go beyond platform mechanics to deliver real business outcomes will be the ones who thrive in the AI era. Anyone can let AI run ads; strategically guiding AI to achieve business goals requires your human expertise.

And here's the thing most clients miss: Even if they knew about all the AI tools and assistance that could theoretically replace you, they don't have time to master them and direct them! They need someone who can translate AI capabilities into business results.

Why I Built

PPC.io

My two-year deep dive into the AI revolution in PPC revealed a massive problem: PPC professionals were caught between fighting AI and surrendering to it. Neither approach was working.

I knew this firsthand. At my SEO agency (LinkBuilder.io), we managed over 100 active clients including brands like HelloFresh and Udemy. The biggest challenge wasn't getting results in month 1 – **it was staying brilliant in month 12.** When you're working with serious brands, they expect you to be just as switched on a year into the relationship as you were at the kickoff.

That's when I realized what was missing: most PPC tools were built for yesterday's manual optimization era. They're clunky dashboards full of metrics that AI now handles better anyway. The old tech stack these tools use simply wasn't designed for the AI age.

So I decided to build PPC.io differently – leveraging the latest LLM APIs from OpenAI, Anthropic, and Google to create something that would act as a 24/7 strategic partner for PPC professionals. Not another dashboard, but an intelligent second brain that helps you guide AI toward actual business outcomes.

The new AI tech is far more powerful than anything built in 2015 (*most PPC tools*) and more importantly, **it's 10X cheaper to build and maintain, which means we can make it 10X cheaper for our customers as well.**

I wanted to create something that would take amateur PPC professionals and let them level up to world-class – with AI continuously analyzing their accounts, identifying patterns a human would miss, connecting data across platforms, and surfacing opportunities in business terms.

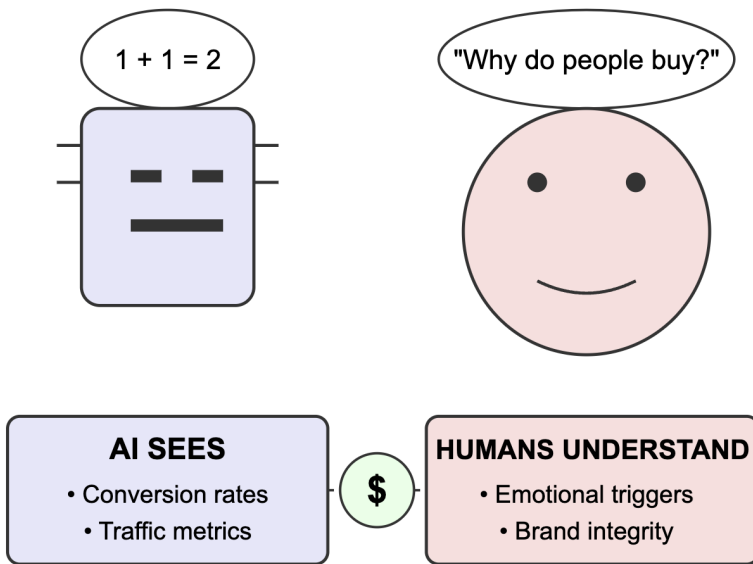
The goal was simple: let AI do what it's best at (*processing vast amounts of data and spotting patterns*) so humans can focus on what they're best at (*strategy, creativity, and client relationships*).

As AI capabilities continue to evolve, so does PPC.io - we are constantly improving its ability to surface insights and translate complex data into actionable strategies. Because ultimately, PPC agencies will continue to add incredible value for their clients, with AI acting as the perfect partner to help them become truly indispensable.

This philosophy – **the AI-human partnership model** – forms the foundation of the framework I'm about to share.

THE AI-HUMAN DIVIDE

Emotional Intelligence: AI's Blind Spot



AI STRENGTHS

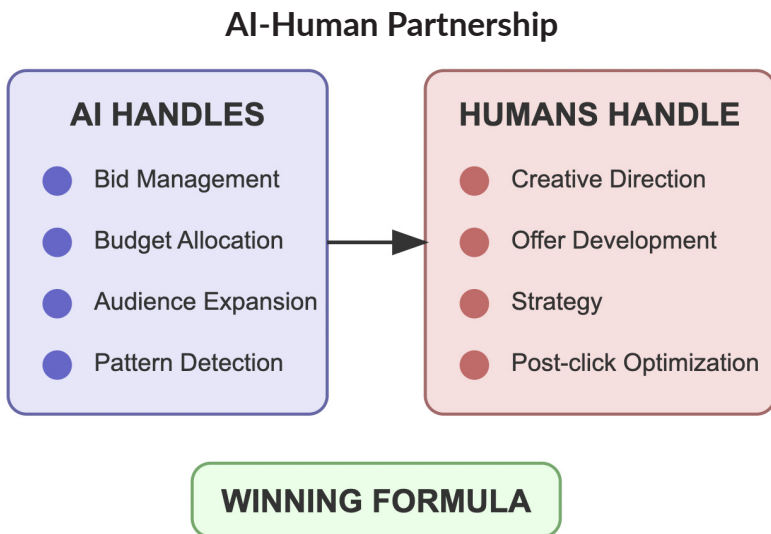
- Speed & Scale – AI processes thousands of data points per second
- Pattern Recognition – AI spots correlations humans would miss
- Repetitive Optimization – AI never gets tired adjusting bids
- Cross-Channel Budget Allocation – AI shifts money where it's working

HUMAN STRENGTHS

- Emotional Intelligence – Understanding why customers actually buy
- Offer Creation – Developing deals that compel action
- Strategic Vision – Connecting PPC to broader business goals
- Post-Click Optimization – Converting traffic into customers

This isn't about defending your job against AI. It's about evolving it to focus where AI is weakest.

THE AI-HUMAN PARTNERSHIP MODEL



This is the **winning framework** used by top-performing PPC pros:

Task	Who Handles It	Why?
Bid management	AI	It's faster and more precise

Budget allocation	AI	It can shift spend in real-time
Audience expansion	AI	It spots patterns humans miss
Creative direction	Human	AI creates generic, soulless ads
Offer development	Human	AI can't understand human psychology
Strategy	Human	AI can't connect marketing to business goals
Post-click optimization	Human	AI can't design conversion journeys

We're already cyborgs anyway, with a device in our pockets that can give us any answer to anything in seconds. Let's embrace the change and let AI do all the boring maths-based stuff and heavy data processing, whilst we focus on the fun parts of marketing.

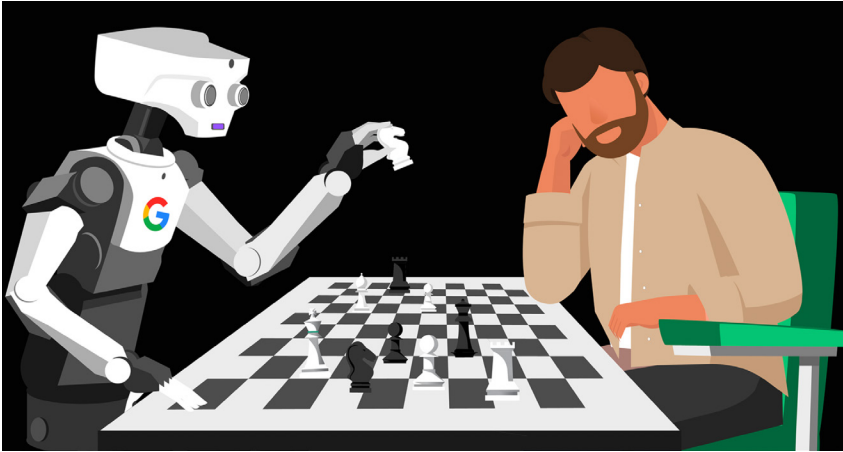
PERFORMANCE MAX & BROAD MATCH

I want to devote this entire section to performance max & broad match, because these are by far the most profound AI developments in PPC over the last few years, and were launched before AI became an insufferable buzzword attached to absolutely everything.

Let's be real - Google isn't *suggesting* automation anymore. They're enforcing it.

If any PPC professionals have taken Google's own introductory course to Google ads in the last 1-2 years, you'll notice they mention their

own AI systems absolutely everywhere. It's very clear they want to push new users towards trusting their system to run ads for them.



Performance Max and Broad Match aren't optional toys - they're Google's vision for the future of paid advertising. They're completely based on AI and machine learning, and they're here to stay.

Most PPC pros are terrified of giving up control. I get it. But here's the uncomfortable truth: Used correctly, these AI-driven tools deliver better results than manual campaigns ever could.

The key words? "Used correctly."

Because if you leave AI unchecked, it'll happily burn through your budget chasing garbage leads and worthless clicks.

THE END OF TRADITIONAL KEYWORD-BASED SEARCH?

Let's be clear: keywords aren't disappearing completely, but their role is fundamentally changing.

I just don't see exactly how we'll ever get away from some form of keyword-based search ads. BUT, it may be that being able to target exact match keywords **on their own** eventually dies entirely.

The reason Google ads are so magical and unique is all because of keywords - You can target people searching for a very specific thing. That's why Google became so big, and so powerful for advertisers.

However, there is clearly a big shift now towards **not only** targeting people who are making purchase-intent searches like **"buy a new dining table"** but broad match is helping to uncover potential customers in the discovery phase who may be searching for things like **"dining room decor inspiration"** for example.

LLM models like ChatGPT will inevitably start rivaling Google Search more, and they will eventually release their own ad platforms. I reckon most of those platforms (*if and when they layer on adverts*) will probably use a broad-match approach and try not go down the route of exact-match.

The power of the keyword won't disappear in at least the next 5-10 years. Just consider practical examples - If somebody is searching for an emergency dentist, we obviously need some system to serve a solution to that user right away.

And just consider how common that problem is in our daily lives... We all have 'immediate' service requirements in real life - dentists, plumbers, car garages, lawyers, accountants etc. Many of these businesses don't care about running discovery-based ads - They want to attract customers with an immediate need, and being able to target

exact keywords has always been a phenomenal way of finding those customers.

With the rise of Google's Local Service Ads, you could argue they're trying to solve this problem and create an environment where local service-based businesses pay Google for any leads that come their way, regardless of what keyword a customer types (*as you **cannot** select specific keywords within local service ads*) But I digress..

But for those ambitious advertisers looking to scale, it's certainly true they'll still have to adapt to the paradigm shift if they want to scale their paid marketing efforts.

Google still accounts for something ridiculous like 90% of internet searches, but I can imagine a future World where that slips down to 50% in the next decade, and Gen-Z or Gen Alpha starts using TikTok to find a dentist office with 'cool aesthetics'.

And those companies will need to start doing things like:

- ☑ Feed AI better data - sync your CRM with Google & Meta.
- ☑ Shift budgets toward multi-touch strategies - don't rely purely on search intent.
- ☑ Test predictive audience strategies like Performance Max - but control spend manually.

PERFORMANCE MAX: THE AI BEAST YOU NEED TO TAME

Google pitched Performance Max as the ultimate "set it and forget it" advertising solution - one campaign that **automatically** places your ads across Search, Display, YouTube, Discover, Gmail, and Maps.

Sounds dreamy, right? Until the questions start rolling in:

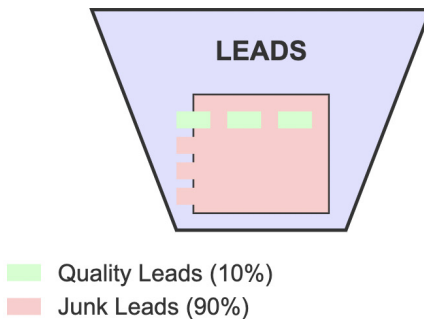
- “Why is Google blowing my budget on YouTube Shorts?”
- “Where the hell are my ads actually showing?”
- “Why am I drowning in worthless leads?”

THE PMAX QUALITY PROBLEM

Here’s why so many advertisers give up on PMax:

- ▶ You get flooded with form submissions from people who will never buy
- ▶ Your sales team is ready to murder you because 90% of leads are junk
- ▶ The AI chases cheap conversions, not actual revenue

PMax Lead Quality Problem



PMAX OPTIMIZES FOR QUANTITY, NOT QUALITY

The root problem? Google’s AI isn’t dumb; it’s obedient. If you optimize for form submissions, it’ll chase every tire-kicker it finds on the internet, and bots galore.

SPAM EVERYWHERE

Spam is a universal issue right now that seemingly no major ad platform has been able to properly solve.

I've personally seen people reporting accounts with perfect historical data getting hammered with spam leads and fake form fills. I think AI will struggle to solve this independently, and advertisers will be forced into more drastic measures like implementing phone verification for lead qualification.

TAMING PMAX

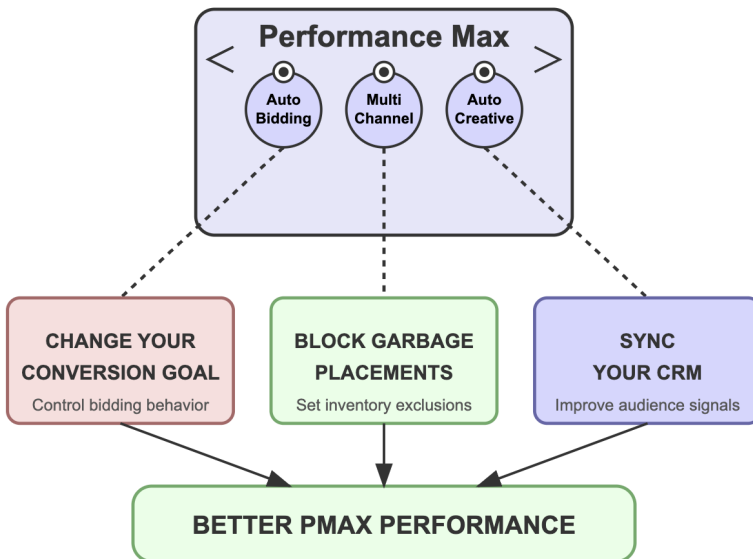
Stop rewarding bad behavior. Train PMax like you'd train a puppy:

- **Redefine Conversion Goals:** Instead of "Form Submit," use "Qualified Lead" or "Booked Appointment." Better yet, integrate offline conversion data from your CRM.
- **Control Placements:** Regularly review your placement reports. Exclude low-quality placements and use Google's content suitability controls.
- **Give AI Accurate Signals:** Use Enhanced Conversions and CRM data. Let AI focus on leads that actually drive revenue.



For God's sake, actually get involved in the sales process of your clients! If you start asking your clients about lead quality, they're going to start trusting you as a revenue partner rather than some marketing person clicking around on an advertising platform they don't understand.

How to Tame the PMax Beast



P-MAX AUDIENCE SIGNALS: THE IMPLEMENTATION GUIDE

The key to making P-Max work isn't giving up control, it's providing intelligent guidance through audience signals.

THE MINIMALIST SIGNAL FRAMEWORK

After testing dozens of P-Max configurations across multiple industries, I've found a counterintuitive truth: the fewer audience signals you use, the better your results tend to be.

The optimal approach looks like this:

1. Create one custom segment in Google ads using 15-30 high-converting search terms from your existing campaigns
2. Optionally, add one additional signal layer (competitor URLs work well)
3. Stop there

This minimalist approach gives the AI a clear starting point without confusing it with contradictory signals.

SIGNAL QUALITY OVER QUANTITY

The effectiveness of your P-Max campaign depends more on the quality of your signals than on their quantity. A single, laser-focused custom segment will outperform multiple generic audiences every time.

Build your primary segment from search terms that have already proven their worth:

- Terms with actual conversion history

- Specific phrases that indicate clear intent
- Keywords with strong relevance to your offering

This isn't about volume, it's about precision. You're not trying to reach everyone; you're showing Google exactly what a high-quality prospect looks like.

THE NEW ACCOUNT DILEMMA

For new accounts without historical data, you face a strategic choice:

Option 1: Delay P-Max implementation until you've gathered conversion data through standard Search campaigns (recommended)

Option 2: If you must launch P-Max immediately, invest heavily in upfront keyword research to create focused custom segments

There's no shortcut around this fundamental requirement.

BEYOND INITIAL SIGNALS

The brilliance of P-Max emerges when you understand how it evolves past your initial guidance. Once launched, it begins discovering new audience segments and opportunities.

Monitor this evolution in the Reporting tab under Insights. You'll see Google finding converting audiences you never explicitly targeted - valuable intelligence for future campaigns and expansions.

This process transforms P-Max from a standard campaign into a market research tool that uncovers hidden pockets of opportunity.

IMPLEMENTATION FRAMEWORK

Put this into practice with a simple three-phase approach:

Phase 1: Signal Development

- Export search terms report from existing campaigns
- Filter for terms with conversion history
- Select your top 15-30 performers
- Create a custom segment using these exact terms

Phase 2: Campaign Calibration

- Launch with conservative budget
- Allow 14-21 days for initial learning
- Resist the urge to over-optimize during this period
- Don't add additional audience signals

Phase 3: Signal Evolution

- Review audience insights bi-weekly
- Note which new audiences are converting
- Use these discoveries to inform future campaigns
- Consider creating separate P-Max campaigns for distinctly different audience segments

BROAD MATCH: THERE'S OPPORTUNITY HERE

Broad Match used to trigger wildly irrelevant searches. Now, powered by AI and smart bidding, Broad Match can uncover profitable keywords you had never imagined.



Now you really can convert users at a cheaper price from keywords you had no idea would convert, and you can scale spend on accounts that were once restricted by the limitations of exact match.

Testing broad match along with multiple platforms allows the AI to find more efficient conversions, by allowing machine learning to discover the best impressions for your advert, even if the keyword seems like it wouldn't convert to the human eye.

But you can only achieve this if you use it right...

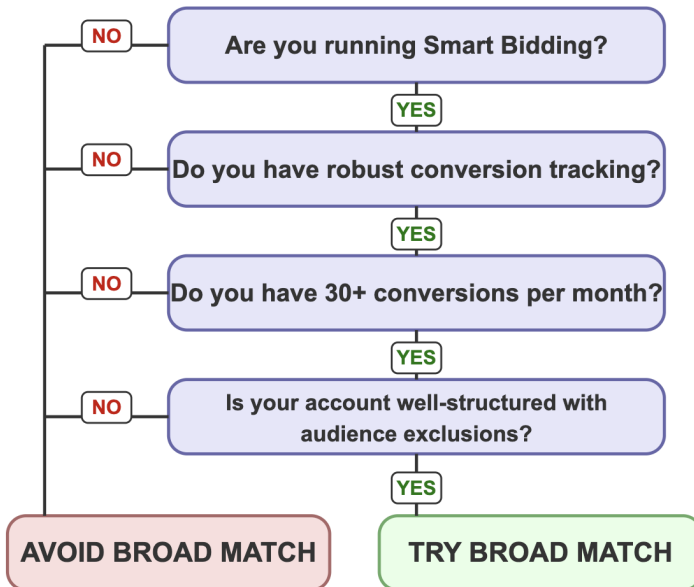
WHY BROAD MATCH ACTUALLY WORKS NOW

- Google now understands intent, not just keywords
- It sees patterns in user behavior you can't
- It adapts in real time to optimize bids and placements

But if you're not careful, Broad Match will also **burn your budget fast**.

BROAD MATCH DECISION TREE:

Follow the decision tree below before considering whether to test a broad match campaign.

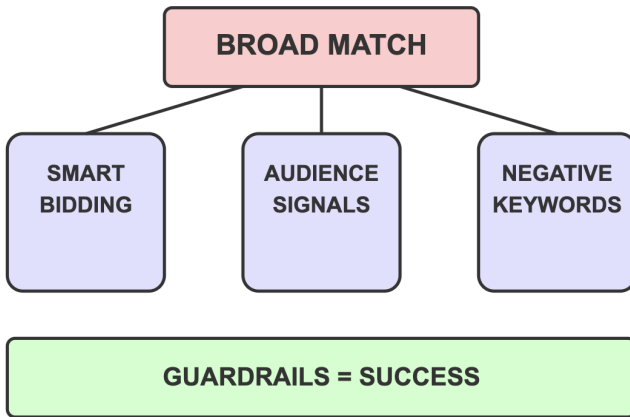


HOW TO CONTROL BROAD MATCH

1. ALWAYS PAIR IT WITH SMART BIDDING

Never use Broad Match with **Manual CPC**. The whole point of going broad is for Google to find you cheaper conversions. You'll definitely need sufficient conversion data (Minimum 30+ conversions per month) to make this switch, so I wouldn't advise going immediately to broad match with smart bidding on a new account with zero data!

How to Control Broad Match



Specifically, at the beginning pair it with:

- Target ROAS (tROAS)
- Max Conversions

Start small. Test with **20-30% of your budget**, then scale and test.

2. LAYER IT WITH AUDIENCE SIGNALS

Broad Match without audience signals = Google setting your money on fire.

- Add Remarketing Lists → Prioritize past visitors & engaged users
- Use Customer Match → Tell Google who your best customers actually are
- Implement Observation-Level Targeting → See how different audience layers perform

3. MONITOR LIKE A HAWK (AT FIRST)

The first two weeks are crucial.

- Check Search Terms Daily – See what Google is matching your ads to
- Build a Negative Keyword List – Block irrelevant searches before they drain your budget
- Use Campaign-Level Exclusions – Don't let AI expand into areas that don't convert



REAL-WORLD AI EXAMPLE

Performance marketing agency Tinuiti leveraged ChatGPT's Advanced Data Analysis to rapidly identify thousands of irrelevant search terms.

This allowed their team to quickly add negative keywords at scale, which has significantly improved broad match performance across their client's accounts and helped them to reduce wasted ad spend. It's a proactive approach different from simply adding negative search terms AFTER spending a ton of budget.

Of course, using this approach it's important to only apply negatives where you have a very high % certainty that the keyword should in fact be added as a negative.

KEY TAKEAWAYS FROM CHAPTER 1

- ☑ The shift from manual to AI-powered PPC has already happened; resistance is futile and costly.
- ☑ Let AI handle the boring execution (bid management, budget allocation, pattern recognition) while you focus on strategy, creative direction, and business alignment.
- ☑ Your ultimate value is translating AI capabilities into actual business results that clients care about.
- ☑ AI is being driven by the ad platforms themselves.
- ☑ Optimize for revenue-focused conversions.
- ☑ Regularly exclude irrelevant placements in PMax.
- ☑ Integrate CRM for better AI targeting.
- ☑ Use Broad Match with Smart Bidding and clear audience signals.
- ☑ Closely monitor initial results to quickly course-correct.

CHAPTER 2

THE MODERN PPC STRATEGIST

Let's look at the modern PPC strategist role in the AI era, and how to position yourself moving forward.

There's a very clear shift going on in paid marketing from execution to strategy.

For years, PPC success was about technical skills. The best PPC managers were the ones who knew every button to press in Google Ads, could manually tweak bids in their sleep, and had a library of scripts for every scenario.

But the era of being a 'button-pusher' is quickly disappearing, and it's good for everyone.

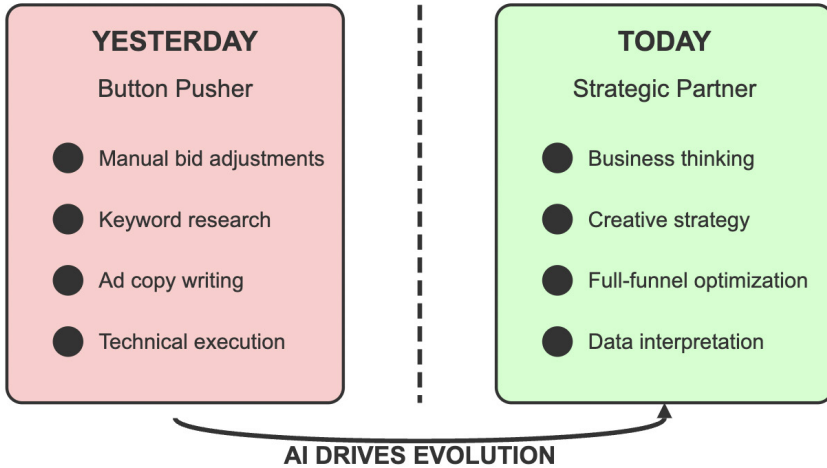
AI IS SPLITTING PPC CAREERS IN TWO

✕ **AI Operators** – Button-pushers who define their value by the number of adjustments they make inside of Google ads. These roles are on the way out.

✓ **PPC Strategists** – Marketers who guide AI, interpret data, and tie PPC to business outcomes. These roles are becoming more valuable.

Learn to guide AI or get replaced by someone who does.

The New PPC Strategist



AI now runs bid adjustments, audience expansion, and ad placements faster than any human ever could. If your job was to micromanage PPC accounts, AI already does it better.

But there's a gap. AI doesn't think. It doesn't understand why a business is different, what customers actually care about, or what moves the needle beyond the ads themselves.

That's where you come in.

YOUR AI-POWERED PPC ROADMAP



STEP 1: AUTOMATE THE LOW-VALUE WORK

- Let AI handle bidding, audience expansion, and reporting.
- Free up time for strategy, creative, and full-funnel marketing.



STEP 2: MASTER AI-ENHANCED STRATEGY

- Train AI with better first-party data.
- Use predictive audience modeling instead of just keywords.
- Test multi-channel PPC strategies that align AI across platforms.



STEP 3: BECOME A GROWTH PARTNER, NOT AN AD MANAGER

- Stop selling “Google Ads management.” Sell customer acquisition systems.
- Focus on business growth, not just ROAS.
- Position yourself as a PPC strategist, not just an AI operator.

AI won't make you obsolete. But PPC pros who only manage ad accounts? They will be.

Ad platforms like Google and Meta want to create something that's more easily accessible for everyone, not a platform that only technicians can operate.

You really don't want to be the interchangeable technician anyway - It's quite frankly an uninspiring job.

"IS MY JOB SAFE?"

If AI can run campaigns, will companies still need PPC managers?

Not the ones who only tweak settings. But absolutely the ones who know how to translate AI into business results.

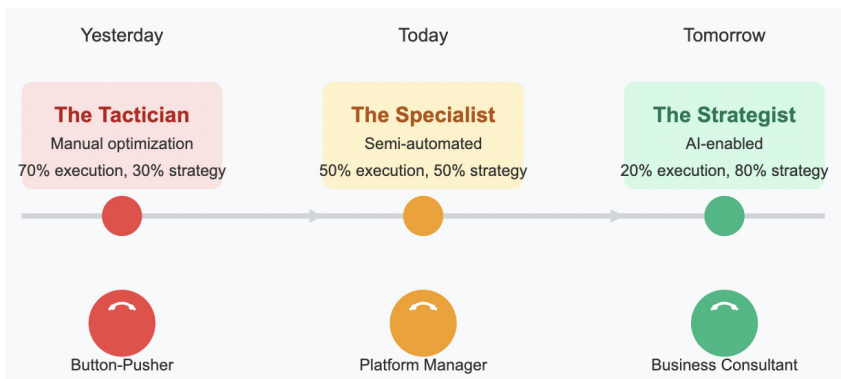
The PPC pros who thrive today aren't just managing accounts. They're the ones:

- Aligning ad strategies with real business goals
- Identifying untapped growth opportunities
- Turning ad data into actionable insights
- Optimizing everything after the click - offers, landing pages, and full-funnel strategies

If your value has always been in adjusting bids and testing match types, you're already replaceable.

But if your value is in understanding business problems and designing solutions AI can't, you're more valuable than ever.

The Evolution of the PPC Professional



This transition isn't optional. But it's also incredibly exciting for those willing to evolve.

HOW THE PPC ROLE HAS CHANGED

AI HANDLES EXECUTION. YOU HANDLE DIRECTION.

The role of a PPC strategist today isn't about outperforming AI. It's about teaching AI how to get better results for the business.

You should be:

- Setting guardrails so AI optimizes for the right metrics, not just the easiest wins
- Analyzing real business impact instead of vanity metrics
- Making bigger-picture marketing decisions that AI can't

Your job isn't running Google Ads. It's running a system that turns PPC into predictable growth.

THE SKILLS THAT MAKE YOU INDISPENSABLE

If you want to future-proof your career, here's what actually matters now:

1. **Business Thinking** – You should understand revenue models, customer lifetime value, and how marketing fits into profitability. Get really stuck into the finer details here, ask questions! Most marketers just avoid this.

2. **Creative Strategy** – AI generates ads, but you need to guide the messaging that actually resonates with people.
3. **Full-Funnel Optimization** – PPC isn't just about traffic. You need to improve landing pages, follow-ups, and conversion processes.
4. **Data Interpretation** – AI gives you data. Your job is to extract real insights and turn them into decisions.

The painful truth - You have to stop hiding behind platform 'complexity'. It might help you keep a salary for a while, but you're not going to elevate your career by being the person whose only value is keeping up to date with all of Google ads latest releases.

HOW TO REPOSITION YOURSELF AS A HIGH-VALUE PPC STRATEGIST

Most PPC pros are still selling themselves as people who “manage ad campaigns.”

That's not enough anymore.

Here's how to rethink how you present your value:

Instead of: “I optimize Google Ads for lower CPA.”

Say: “I build profitable acquisition systems.”

Instead of: “I manage Facebook ad campaigns.”

Say: “I connect your brand with untapped audiences using AI.”

Instead of: “I'll set up a Performance Max campaign for you.”

Say: “I'll set up Pmax with tight guardrails to get more new customers at a lower cost.”

This isn't about sounding fancier. It's about **thinking bigger**, with a long-term mindset.

KEY TAKEAWAYS FROM CHAPTER 2

- ☑ AI isn't taking away PPC jobs. It's changing what those jobs require.
- ☑ Stop presenting yourself as an ad manager, now a growth consultant.
- ☑ Train AI to optimize toward real revenue, not just clicks
- ☑ Build full-funnel systems that convert, not just drive traffic
- ☑ Use AI as a tool, not a crutch.

CHAPTER 3

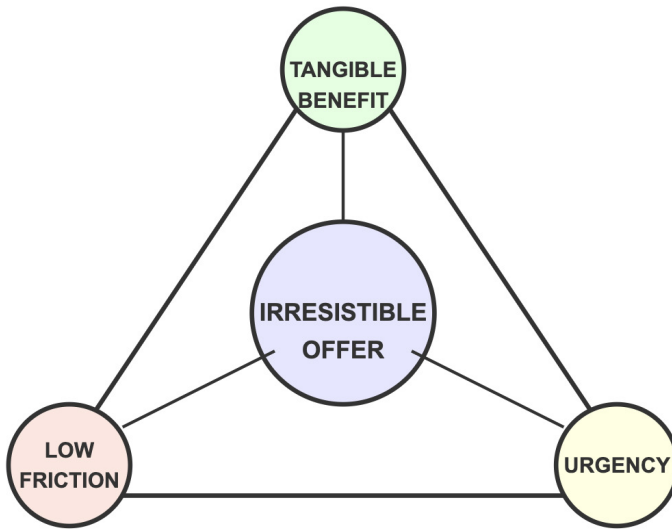
THE OFFER IS EVERYTHING

Now that we've explored how AI is reshaping Google ads execution, let's shift our attention to an uncomfortable truth, that most PPC pros avoid discussing with their clients: No amount of AI or technical knowledge can rescue a weak offer.

Google Ads can send perfect traffic. You can have perfect targeting, advanced bidding strategies, and brilliant creatives, but if your offer doesn't resonate, your campaign will fail.

AI is going to help level the playing field when it comes to sending traffic to websites, and when that happens, the offer a customer sees is going to be a huge differentiator in helping them make their final purchase decision.

The Offer Trifecta



This is where 90% of advertisers get it wrong. They obsess over bid strategies, ad placements, and audience segmentation, thinking that's where the magic happens. **But the real leverage is in the offer.**

- ✓ A strong offer makes average campaigns profitable.
- ✗ A weak offer makes even the best optimization useless.

The weak offer is like having an F1 racing car with my grandad behind the wheel - he'll do his best, but there's only so much he can do.

Having a compelling offer is what makes an ad campaign work in the first place - **And that's still a human job.**

“WE SPENT \$50,000 ON ADS THAT NO ONE WANTED”

A friend of mine (we'll call him James) works in marketing for a cybersecurity SaaS company. He burned through 3 months of ad spend with very little to show for it.

“Our CPCs were decent. Our targeting was solid. The ads were getting clicks and engagement. But our conversion rate was stuck at 1.2%.”

Google's AI kept suggesting different bidding strategies and broader targeting - **Nothing moved the needle.**

The problem wasn't the ad settings - It was the offer. Their call to action was “Schedule a Demo” - That's it.

No compelling reason to act, no urgency, and no reassurance. The only people converting were those already desperate to test any and all solutions, which was a small fraction of their potential market.

They needed an utterly irresistible offer to really jack up their conversion rate.

I told him bluntly - “You're asking busy IT people to volunteer for a sales demo with zero incentive. Would you do that?”

After burning through \$30,000 (*a painful but necessary education in shitty offers*), they reframed the whole thing. Instead of “Schedule a Demo,” they launched a free five-minute security assessment that instantly showed companies their vulnerability score compared to industry benchmarks.

Weak vs Strong Offer

WEAK OFFER

"Schedule a Demo"

- No compelling reason
 - No urgency
 - High commitment

1.2% Conversion

STRONG OFFER

"5-Minute Security Assessment"

- Immediate value
- Creates urgency
- Low commitment

3.6% Conversion

The results were dramatic. Cost per lead dropped by 47%. Conversion rates went up to 9%.

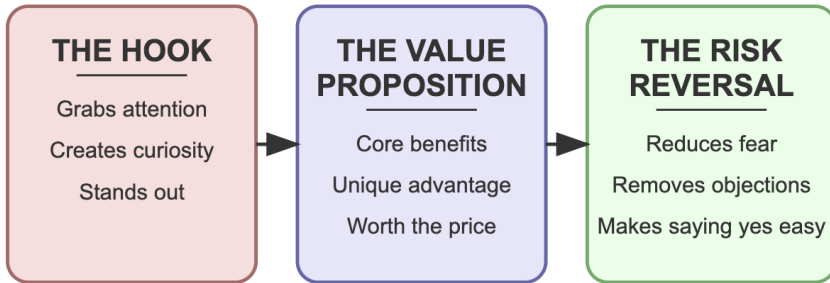
Telling people they had a weak security score with potential flaws in their system creates MASSIVE URGENCY, something they didn't have at all with the initial offer.

Same ad spend, same AI-powered optimization, but a better offer.

WHAT MAKES AN OFFER IRRESISTIBLE?

A good offer isn't just a product or service. It's a clear, compelling reason to act.

There are three core elements.



1. It solves a painful, specific problem.

Not features - *outcomes*. Faster results. Bigger profits. Less risk. The value should be crystal clear in one sentence.

2. It removes all friction.

No guesswork. No hassle. No risk. Think: free trials, no credit card, instant benefits, or powerful guarantees. The easier it is to say “yes,” the higher your conversions.

3. It gives people a reason to act now.

Urgency drives action. Scarcity, time limits, fast bonuses. People need a reason to take action *today*.

Always start with the fundamentals! Don’t get fancy with anything advanced until you have a good offer. The same applies to every single business out there.

TESTING AN OFFER THAT CONVERTS

A high-converting offer isn’t complicated. Be clear and confident.

- **Research competitors.**

Look at what your top performing competitors are doing. Or better yet, get offer inspiration from adjacent industries.

- **Test with a stranger.**

If someone outside your industry doesn’t instantly get it, it’s too vague.

- **Stack real value.**
Bonuses work - when they make the core offer better or faster. Think: templates, audits, industry benchmarks.
- **Lower the bar.**
Remove commitment. Reduce steps. Offer a “try before you buy” experience.
- **Try different frames.**
Don’t assume your default CTA is the best one. A free audit, tool, or scorecard can often outperform “Book a Call.”

Even the smartest AI-driven ad tech in the world can’t fix an offer that nobody wants.

But a strong offer? That makes everything else work better.

GOOD VS. BAD OFFERS (QUICK EXAMPLES):

Example 1: SaaS Tool

- ✗ Bad: “Request a demo.”
- ✓ Good: “Instant 14-day free trial. No credit card required.”

Example 2: Ecommerce

- ✗ Bad: “Shop our catalog.”
- ✓ Good: “Get \$20 Off Your First Order”

Example 3: Consulting Services

- ✗ Bad: “Contact us to learn more.”
- ✓ Good: “Free 15 page growth audit. No strings attached.”

Example 4: Dentist

- ✗ Bad: “Get in Touch”
- ✓ Good: “Get a Free WhatsApp Dental Assessment”

The bottom line is that if the offer doesn’t excite you, it’s not going to excite your customers.

KEY TAKEAWAYS FROM CHAPTER 3

- ✓ Audit the offer. If it wouldn’t excite you, it won’t excite a customer.
- ✓ Clarify the value proposition. It should be obvious and impossible to ignore.
- ✓ Reduce friction. Make saying yes as easy as possible.
- ✓ Test different structures. Compare lead magnets, free trials, and limited-time incentives.
- ✓ Stop blaming AI for bad conversions. The problem might be the offer, not the algorithm.
- ✓ A weak offer makes even the best ads struggle. A strong offer makes everything work better.

CHAPTER 4

CUSTOMER JOURNEY DESIGN

As we touched upon in the last chapter, AI can't convert traffic for you.

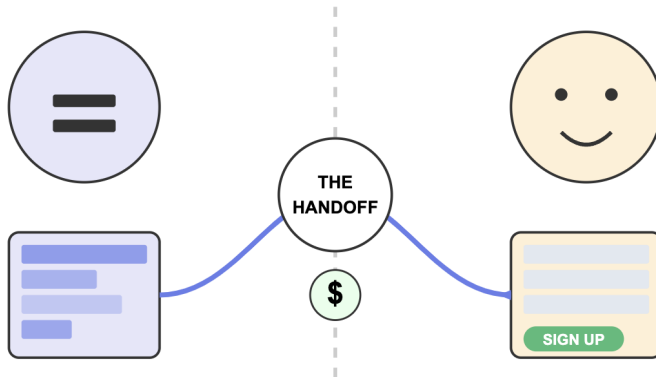
And even if your offer is great, you need to start thinking about the rest of the customer journey.

If everything else is World-class but your landing page sucks, you're doomed.

Converting traffic remains a distinctly human challenge. Great PPC campaigns don't end at the click; **they start at the click**. Even perfect targeting and optimized bids can't save a poor landing page.

AI Finds Traffic

Humans Convert



Finding the right audience

Creating the right experience

AI tools like ChatGPT can help you visualize customer journeys and funnels, but humans build them. We're the ones who connect the dots, talk to real customers, and refine what actually works.

POST-CLICK JOURNEY DESIGN

You can have an AI machine with 1,000 IQ finding the absolute perfect customers. But if they land on a **slow, cluttered, confusing landing page?**

They're gone.

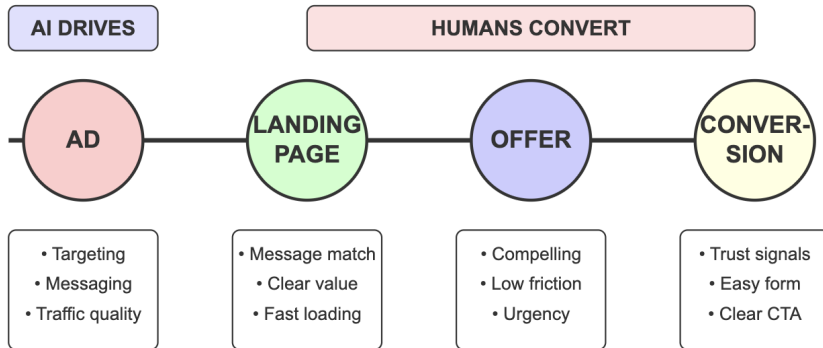
✘ AI doesn't understand:

- User experience
- Narrative flow
- Psychological triggers

That's why **post-click optimization** is still largely human territory.

Your ability to design conversion journeys that actually work? That's a skill that will **absolutely** separate you from other PPC'ers.

Customer Journey Design



WHY POST-CLICK MATTERS

Many PPC pros focus too much on getting people to the page, instead of what happens next.

Great landing pages have:

- Fast experience, with everything technically sound.
- A strong first impression that reassures visitors they're in the right place.
- Clear, compelling messaging that reinforces the value of the offer.
- Frictionless navigation so visitors don't have to think about what to do next.
- Trust signals that remove hesitation.
- Psychological triggers that nudge action.

I've personally fallen for products I didn't even need because the post-click experience was flawless - **I bought a massage gun during COVID...**

I wasn't looking for one, but the landing page made it irresistible. The branding was delicious and the time-limited discount offer pushed me over the line. I only used the product literally once before my wife made me throw it out 3 years later. But the advertising journey did its job very damn well.

USING AI TO START THE PROCESS

ChatGPT launched a new image tool in 2025 which is actually incredibly powerful, and it can give you a great starting point for landing page design even if you don't have a creative bone in your body.

Just use the 'Create image' feature on ChatGPT, and ask it to give you a high-performing landing page to maximize conversions along with details about your business.

It should provide you with a concept similar to the one below, ***which is far from perfect***, but is also better than 90% of Google advertisers out there!



 **PLUMBER**

CALL US

YOUR LOCAL LONDON PLUMBER

Professional plumbing services for homes and businesses

CALL NOW

020 7123 4567

 **24/7**
Emergency

 **All Work**
Guaranteed

 **Competitive**
Pricing

Prompt, professional, and solved our issue quickly. Highly recommend!

Michael S.



Once you have an initial design concept, you at least have a starting point, and you can then work with a human designer or your landing page software to implement the real landing page that you'll be using for PPC campaigns.

This is an example of using AI to help cover the basics, and then transitioning over to a human touch to make sure the emotional and branding elements are covered.

My own tool for landing pages...

I built a cool landing page tool on **PPC.io** that helps you audit landing pages.

Here's how it works:

1. Input any landing page URL.
2. The tool will show you ***exactly*** what to improve on your page for better conversion rates.

We've fed the tool with literally thousands of high-performing landing pages in different industries, so it'll specifically take into account your industry when making these adjustments.

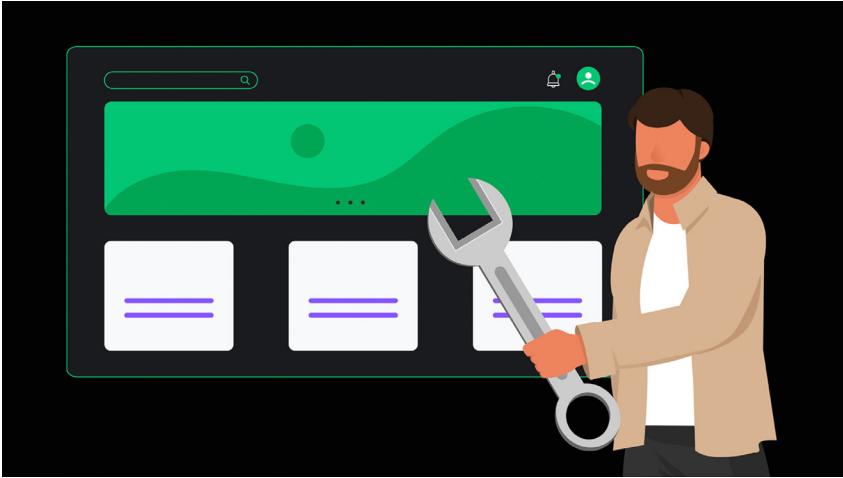
This is important because most landing page advice out there is ***generic and catered towards every single industry.***

However, the type of landing page improvements required for a cosmetic surgeon is significantly different from the type of landing page required for a travel website.

You can try this feature out for free by visiting **PPC.io**.

THE PSYCHOLOGY OF HIGH CONVERTING LANDING PAGES

People buy based on feelings, not just logic. A strong post-click experience aligns with **three key psychological triggers**.



1. MESSAGE MATCH: KEEP IT CONSISTENT

The advert sets an expectation, and the landing page must immediately confirm it.

This seems very basic, but standards out there are ridiculously low. We've consulted with a company spending \$200k per month on ads and had multiple in-house people working on marketing, and they still struggled to get this basic premise right.

If an ad promises a 'Free Audit' but the landing page doesn't immediately match that promise, visitors bounce instantly.

A Google study found that aligning ad copy with landing page messaging can improve conversion rates by 39%.

Fix it:

- Match the **headline and visuals** to the ad
- Reinforce the **same value proposition** within seconds
- Avoid unnecessary distractions that break the flow

2. CLARITY & SIMPLICITY: REDUCE COGNITIVE LOAD

Visitors should know exactly what to do within three seconds.

Too much text? Too many CTAs? A confusing layout?

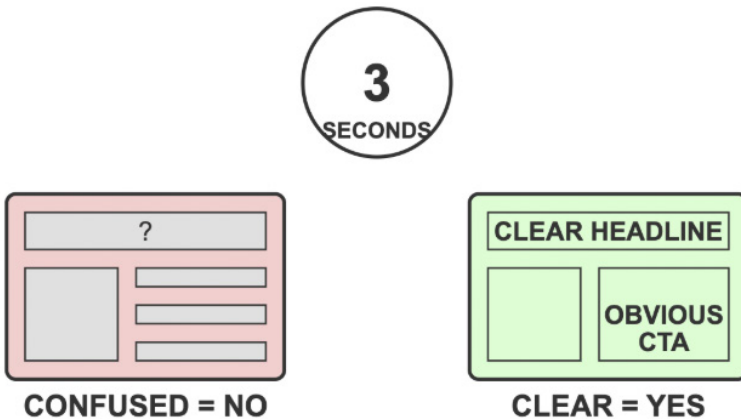
The customer is long gone.

Fix it:

- Keep the message short, clear, and direct
- Minimize form fields and unnecessary steps
- Make the call to action impossible to miss

A confused mind always says no.

Why First Impression Matters



3. TRUST & AUTHORITY: MAKE THEM FEEL SAFE

AI doesn't understand trust-building. Humans do.

A financial services client doubled their conversion rate by adding:

- Customer testimonials with real names and photos.

- Proper security badges to reassure users.
- 45 second video of the actual founder (not an actor) explaining why he started the biz.

People buy when they feel safe. If something feels off, they leave.

Get the fundamentals right and you'll perform.

If you see a case study on social media from your favorite marketing pro, you'll only ever see beautiful websites and landing pages. It's survivorship bias. The marketer struck gold with a great brand.

You won't see the 99% of landing pages out there which are awful.

If you don't believe me, just see for yourself - Go and look at some of the landing pages that advertisers are using for their Google ads today.

I cannot stress this point enough - The standard of landing pages out there is low.

Learning these basics is such an easy lever to pull for outsized results.

If you really want to start doing CRO for your clients, there are some very accessible tools out there - Landing page optimization tools like Unbounce or Instapage, combined with analytics tools like Hotjar or Microsoft Clarity, allow you to quickly test and refine your post-click journeys.

Keep in mind that there's no 'one size fits all' framework for landing page design, as they're very dependent on what industry you're in and also what platform you're advertising on.

KEY TAKEAWAYS FROM CHAPTER 4

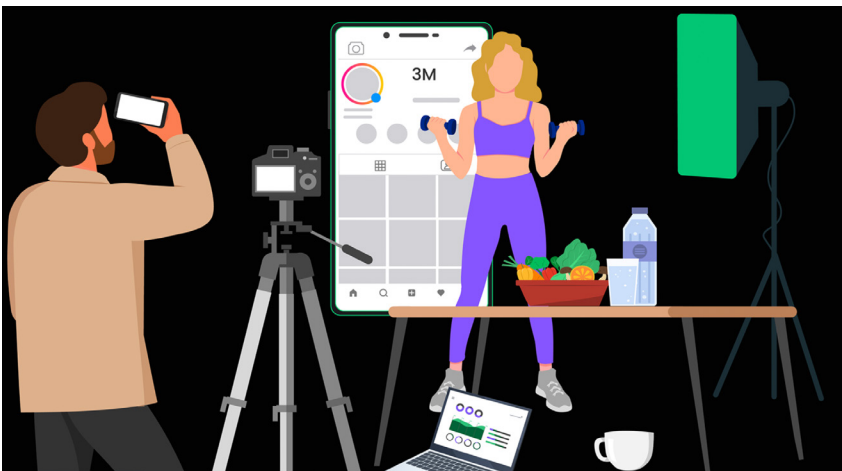
- ☑ Good PPC isn't about getting the clicks, it's about converting them.
- ☑ Align landing page messaging with ad copy to reduce disconnect.
- ☑ Simplify the user experience so visitors don't have to think.
- ☑ Add trust signals like testimonials, security badges, and real social proof.
- ☑ Test and optimize continuously - small tweaks can make a big difference on landing pages.

CHAPTER 5

CREATIVE DIRECTION IS YOUR EDGE

This next chapter is all about **creative direction**, which is something a lot of Google PPC specialists might find a daunting thought.

At the very top of the advertising game, creative really does matter. While everyone obsesses over bidding strategies or targeting or platforms, the real winners are focusing on creative that stops thumbs from scrolling and creates massive excitement.



Disclaimer: If you're only doing Google ads for small service-based businesses who do emergency plumbing work, skip this chapter, it's probably not going to be quite so relevant.

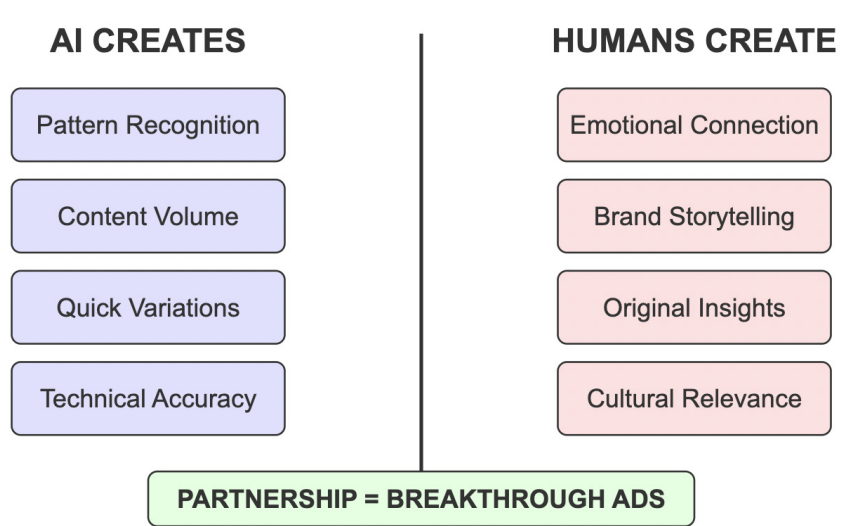
But hopefully you find something useful, and I'd argue that even within Google ads, there's scope for creative direction, like getting your messaging and images right across your ads and landing pages.

For years, PPC was mostly about getting the right data, bidding strategically, and optimizing targeting. Creative was an afterthought.

That's changed.

Now Google, Meta, TikTok, and LinkedIn are all pushing AI-powered campaigns where audience targeting is handled automatically. This means **creative is now the primary lever for performance** - It's the one thing AI can't fully control.

Creative Direction: AI vs Human Roles



Bad creative means wasted ad spend, no matter how good the AI optimization is.

Most PPC pros are used to analyzing data, not crafting stories, which is why the ones who get good at creative strategy will dominate the next era of paid media.

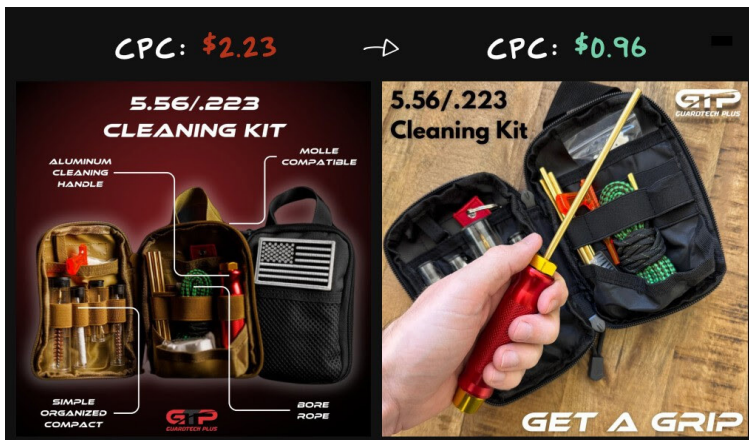
Even within Google ads alone, we should absolutely be using the power of copywriting, messaging and image consistency to help drive better results for clients.

THE LIMITS OF AI-GENERATED CREATIVE

AI is getting better at writing headlines, and generating images, but it can still feel 'off'.

Imagine how AI generated content is going to scale for advertising? I think it's going to kill differentiation.

How often have you seen an AI product review advert on TikTok with a clearly fake AI persona? It may be getting results right now, but I suspect that performance will eventually dip and that it still will never outperform the very best human created ads.



Credit to Jacob Jones for the image above.

- ✗ The creative on the left is a highly-polished design.
- ✓ The higher-performing creative is a real person holding the product.

My feeling is that in the age of AI, we are underestimating ourselves. Humans are pattern recognition machines, developed through billions of years of evolution.

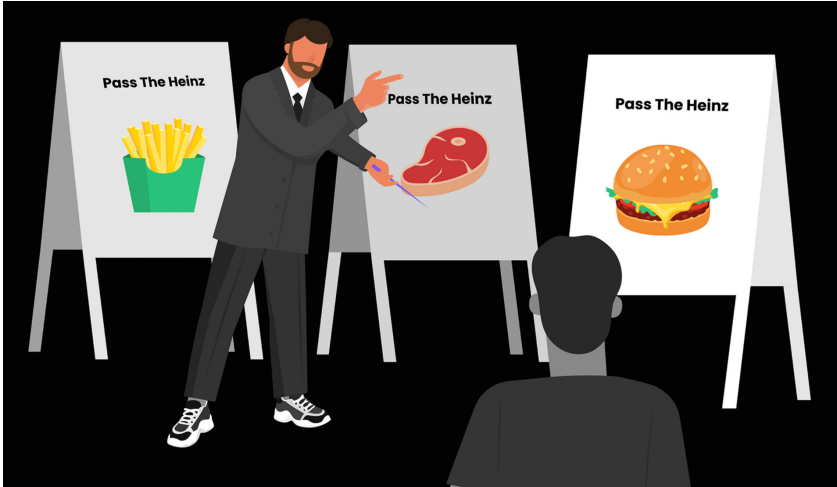
Eventually us humans detect the bullshit and stop getting suckered in by things if everyone is doing the same.

When DALL-E first launched everyone was using it to create images that felt amazing and wonderful at first, but slowly became cringeworthy and low value.

Here are some pitfalls of AI for creative:

- AI writes for patterns, not persuasion. It can remix existing copy but lacks true originality.
- AI defaults to what has worked before, which often leads to generic, safe, and boring creative.
- AI has no instinct for brand voice - left unchecked, it will dilute differentiation instead of reinforcing it.

But humans are actually pretty switched on. We don't like being fooled and most of us don't like things that feel inauthentic.



THE AI-GENERATED CREATIVE PARADOX

AI makes creating ads easy, but it also creates a sea of indistinguishable content.

When everyone has access to the same AI-powered ad creation tools, the result is:

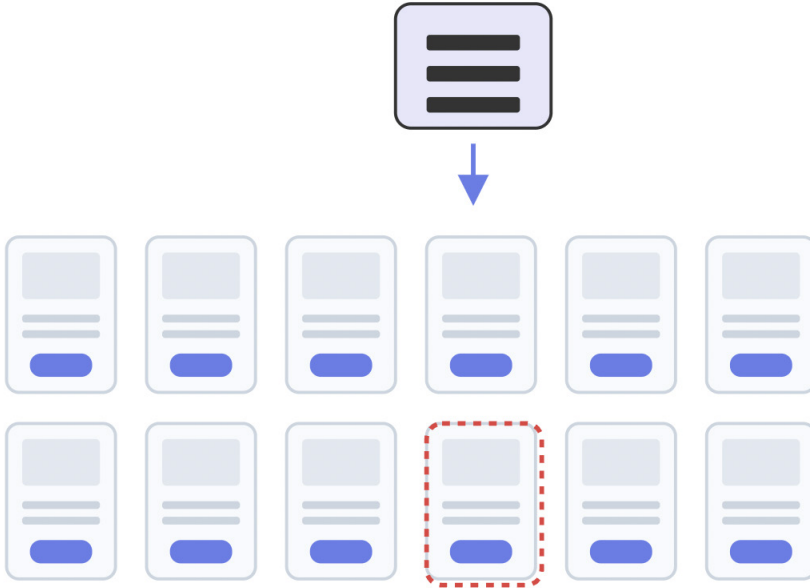
- More content, less differentiation.
- Faster production, but weaker originality.
- Technically optimized creative, but emotionally forgettable ads.

When everything is optimized by AI, nothing stands out.

This is why human-led creative strategy is becoming more valuable, not less. There will reach a point where everyone is so fed up with AI and creativity that they just yearn for something authentic. We all

loved those augmented reality overlays on Snapchat back in 2014, but they got old very quickly.

When AI Optimizes Everything, Nothing Stands Out



The future isn't AI replacing human creativity, it's AI scaling creative for *those who know how to use it*.

- ✔ Develop strong brand messaging before handing creative to AI.
- ✔ Use AI for rapid variations, but keep final creative decisions human.
- ✔ Don't let AI dilute your brand voice! Train it on your top performing messaging.

AI is the tool. You're still the architect.

PRACTICAL ADVICE FOR USING AI IN CREATIVE

It's about better ideas, rooted in real insights. It's not about more AI-generated ad variations of images & videos - Once you have some good ideas, then you can layer that on top.

High-performing creative comes from understanding:

1. What makes people stop scrolling?
2. What makes them care?
3. What makes them act?

Use AI to rapidly uncover insights and test variations, but keep humans in control of final creative strategy

LEVERAGING AI FOR CREATIVE INSIGHTS

Five years ago, if you wanted to analyze what messaging actually worked in an industry, you had to:

- Manually read through hundreds of customer reviews
- Sift through competitor ad libraries
- Cross-check findings with existing high-performing assets
- Then, finally, craft new ads based on the insights

Now? You can dump all of this into AI and get structured patterns in seconds.



THE HANGOVER SUPPLEMENT DEEP RESEARCH EXAMPLE

A DTC supplement brand selling a hangover prevention product wanted to figure out the real emotional triggers behind why people buy these products.

Instead of making assumptions, they went deep into real customer psychology using AI.

1. Extracted thousands of customer reviews from their own site and top competitors using a scraping tool.
2. Extracted thousands of comments from Reddit around the topic, to see what real people (not just scientists) were actually saying about the pain points of hangover.
3. Fed all the data into ChatGPT, asking it to categorize recurring pain points and emotional triggers.
4. Identified unexpected insights - people weren't just buying for themselves. A significant number were buying as gifts for bachelor parties, weddings, and even corporate retreats.

5. Refined the ad messaging - shifting some budget to targeting people buying for others, not just themselves.
6. Created highly specific Facebook ad variations based on these findings.
7. Used a tool called Arcads to actually create AI-generated UGC ads. They still feel not quite there to me, but they're solid.

✔ **This is where AI is actually helping agencies win** - by compressing 100 hours of research into minutes and giving humans the unique insights they need to make a final decision.



REAL-WORLD AI EXAMPLE

One agency I know has an in-house tool that **scrapes thousands of customer reviews**, both from their client's site and competitor.

All of those reviews are uploaded into ChatGPT, allowing them to assess those reviews instantly, identifying common key pain points, objections, and desires.

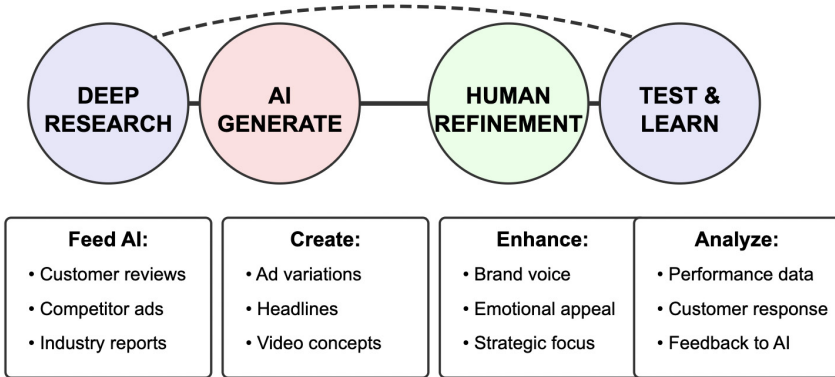
They now have a huge library of ideas for ad copy, landing pages, creative designs etc. They'll even go to the next level deeper and ask ChatGPT to develop funnel ideas based on all of the data, which of course the human strategist can then steer and tweak.

Brainlabs, a renowned PPC agency, does something similar with thousands of social media comments and Reddit threads. For one client, they harvested opinions around health supplements, rapidly identifying repeated customer pain points from conversations.

This again allowed them to hone in on repetitions they found, and gave them lots of ammo for creative ad campaigns and landing page direction.

AI WORKFLOWS CREATIVE TEAMS ARE USING

AI-Powered Creative Workflow



1. DEEP RESEARCH FOR BETTER CREATIVE ANGLES

Instead of guessing what messaging works, PPC teams are using AI to analyze real customer feedback at scale:

- Scraping Amazon, Trustpilot, Reddit, and competitor reviews to identify **recurring pain points and desires**.
- Using AI tools like ChatGPT to categorize why people buy (urgency, convenience, price, emotional appeal).
- Testing creative angles based on real insights, not assumptions.
- Using tools like Arcads to create a ton of video ad variations for **testing only**. When you find an angle you think feels promising, then create a proper human creative around that concept.

This is what separates mediocre creative from breakthrough ads.

2. SMART TESTING, NOT JUST MORE VARIATIONS

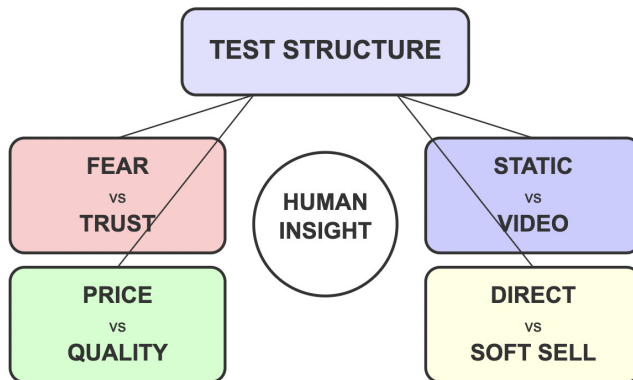
A common AI mistake: letting it generate dozens of ad variations without a strategy.

High-performing PPC teams structure their AI-assisted creative tests:

- Use AI to generate 5-10 ad variations based on different emotional triggers (fear, trust, urgency, etc.).
- Launch structured A/B tests to see what actually moves the needle.
- Iterate manually based on results instead of blindly trusting AI recommendations.

More variations don't equal better performance. **Better ideas do.**

Smart Creative Testing Framework



3. AI VIDEO ADS—WHEN IT WORKS AND WHEN IT DOESN'T

Short-form video is dominating paid social right now, but many brands hesitate because video production is expensive. AI has changed that.

Tools like RunwayML, Synthesia, and Pika Labs are making video ad creation faster and cheaper.

And tools like Descript and Caption are taking real human content and scaling up the production value and time it takes to generate large quantities of video creative for testing.

Here's where AI video works well right now:

- Product explainers (animated or stock-footage-based ads).
- Repurposing existing content into multiple ad formats.
- Scaling up short-form ads for TikTok and Reels.

Where AI video fails:

- Anything requiring authentic human emotion - AI-generated faces still feel really off and weird.
- Brand storytelling - AI can't craft a compelling arc the way a human can.

The best creative PPC teams use AI video for efficiency but rely on real human production for high-impact creative.

REAL-WORLD AI EXAMPLE FOR VIDEOS

PPC agencies running ads across social platforms and YouTube for their clients are all using AI tools to varying degrees to help with video creative.

Platforms like Descript and Captions are used to edit and generate large volumes of video ads and shorts for testing. It's adding much more efficiency to the creative testing process. I actually took Descript

for a spin myself, and it's pretty unbelievable how anyone can be a high-level video editor now.

KEY TAKEAWAYS FROM CHAPTER 5

- ☑ Use AI for research, not just content generation. Better insights = better creative.
- ☑ Test different emotional triggers, not just random ad variations.
- ☑ Use AI video tools strategically, but don't rely on them for high-impact storytelling.
- ☑ Level up your creative instincts. Check competitor ads all the time. The PPC pros who master creative strategy will be the ones who stay indispensable.
- ☑ Creative is now the biggest advantage in paid social. AI can help, but strategy still belongs to you.

CHAPTER 6

GUIDING AI TO YOUR IDEAL CUSTOMERS

This chapter is all about getting AI to play ball with your goals.

We're going to discuss how you can guide the AI machine towards profit maximization for your client or company.

AI **optimizes for the goal you set** - whether it's the right goal or not. Tell AI to maximize form submissions, and it'll find **the cheapest form-fillers** on the internet.

Without the right data, AI doesn't know the difference between a \$500 customer and a \$50,000 customer, unless you tell it.

PPC pros who understand business metrics, *not just marketing metrics*, are invaluable.

Your job isn't just to drive conversions. **It's to drive profitable conversions.**

Audience targeting used to be a key PPC skill. Today, AI largely controls targeting decisions. Instead of competing with AI, your role now is to guide it strategically by providing clear direction and accurate data.

Machine learning decides who sees your ads, when, and on which platform - and in many cases, it does so with stunning efficiency.

But here's the part AI still gets wrong quite often:

- It doesn't know the difference between a **high-LTV customer** and a **low-value lead** unless you tell it.
- It doesn't understand **why** some leads close and others ghost your sales team.
- It often **chases cheap engagement** unless you force it to prioritize quality.

AI is now in control of targeting, but strategy is still a human job.

HOW AI REALLY SELECTS YOUR AUDIENCE

Most marketers don't realize how sophisticated Meta and Google's audience models have become. Google's AI is analyzing over 70,000 behavioral signals to decide ad relevance and who should see which ad.

That's not a fight you can win, my friend.

Signals like...

- Device & environment – Do you convert faster on mobile at night?
- Psychographic patterns – Have you been researching related products in private browsing mode? (let's ignore the ethical

data concerns here for now, that's a discussion for another day)

- Purchase timing – Are you more likely to buy on payday vs. mid-month?

The AI is pulling in signals you would never think to look at or consider within your pea-sized human brain (*relatively speaking*). That's why broad targeting often outperforms manual segmentation - The machine is using data that humans can't even access.

It's a savant - brilliant at pattern recognition given enough data, **but still blind to business context**. This paradox is your biggest opportunity!

This is why people often fail miserably with campaigns like PMax, they just can't feed it enough of the right data to start working right.

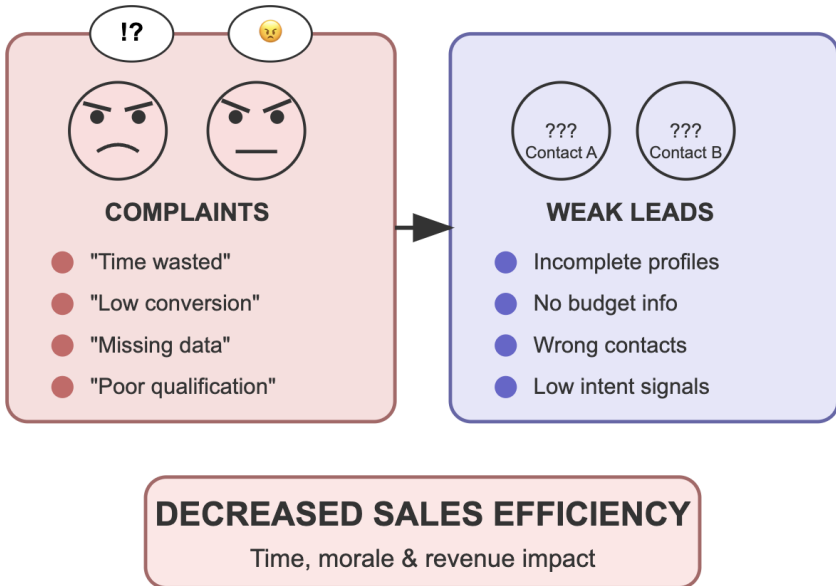
HOW TO SOLVE MISGUIDED AI

1. TRAIN AI WITH BETTER DATA (OR IT WILL OPTIMIZE FOR THE WRONG THING)

A lead-gen agency I worked with thought their AI-driven broad match campaigns were killing it. Thousands of leads at an insanely low CPA.

Then they checked the CRM. Less than **5% of those leads closed**, and the sales team was working overtime to weed out all the rubbish to find a few gems.

Sales Team vs. Weak Leads



Sales teams across the World hate it when their calendars and inboxes get filled up with irrelevant junk leads - **It's a hidden cost most marketing teams fail to consider.**

The AI was chasing cheap, low-quality leads because it had no idea what a real customer looked like. It was trained on the wrong goal.

Train it on form submissions, and it'll get you form submissions, *even if those leads never convert*. Train it on actual sales data, and everything changes.

Here's the fix they used:

- **Set up offline conversion tracking** - this is non-negotiable for lead-gen accounts.
- **Use value-based bidding** - tell AI which leads actually generate revenue.

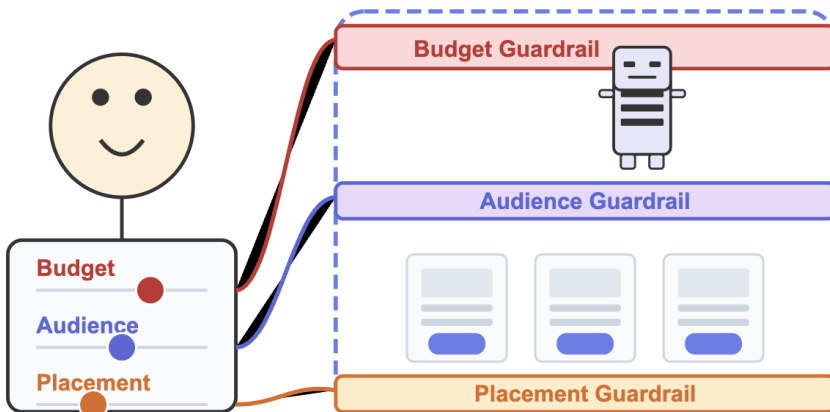
- **Manually audit AI-driven campaigns** - never assume AI is optimizing correctly.

Once they fed Google better data, the AI stopped chasing garbage leads and started optimizing for real customers.

The cost per lead went up slightly, but the cost per **qualified lead** dropped by 42%.

2. AI IS ONLY AS GOOD AS ITS GUARDRAILS

Human-Guided AI with Ad Guardrails



AI doesn't care about context. It just optimizes for what looks good in the data.

You need to set strict exclusions, train the AI on better audience signals, and the results will flip.

Set these guardrails immediately:

- Set clear budget pacing.
- Exclude low-quality segments.
- Use first-party CRM data for accurate signals.

If AI is wasting your budget, it's not the AI's fault. It's your fault for not controlling it.

GUIDE AI TO FIND GOOD CUSTOMERS

1. UPLOAD HIGH-VALUE CUSTOMER DATA

- Segment past customers by LTV, not just anyone who filled out a form.
- Use value-based lookalikes to target ideal buyers instead of random leads.
- Regularly update audience lists so AI keeps learning from new best customers.

2. ASSIGN CONVERSION VALUES

- Set higher conversion values for customers that drive real revenue.
- Test value-based bidding to prioritize high-LTV customers over low-value ones.
- Override AI-driven engagement goals that prioritize cheap, unqualified clicks.

MASTERING CONVERSION TRACKING IN THE AI ERA

Here's the brutal truth most PPC pros avoid telling clients: **Your AI is only as good as the data you feed it.** And most advertisers are starving their AI with incomplete conversion tracking.

Think of it this way - if you gave a champion racehorse nothing but junk food, would you blame the horse when it loses? That's exactly

what happens when you feed Google and Meta's sophisticated AI systems partial or misleading conversion data.

THE CONVERSION TRACKING CRISIS

I've audited hundreds of PPC accounts, and the pattern is always the same:

- Account is using default conversion setup without customization
- Primary conversions incorrectly valued (or not valued at all)
- **Micro conversions completely ignored**
- Critical offline conversions missing
- No server-side tracking implemented

BEYOND BASIC CONVERSION TRACKING

Standard conversion tracking is the bare minimum. In the AI era, it's like bringing a knife to a gunfight.

Here's what next-level conversion tracking looks like:

1. **Server-side conversion tracking** - Privacy-proof your data collection as cookies disappear
2. **Enhanced conversions** - Let Google match conversion actions to signed-in users
3. **Offline conversion imports** - Feed your CRM data back to the platforms
4. **Value-based optimization** - Tell AI exactly which conversions matter most

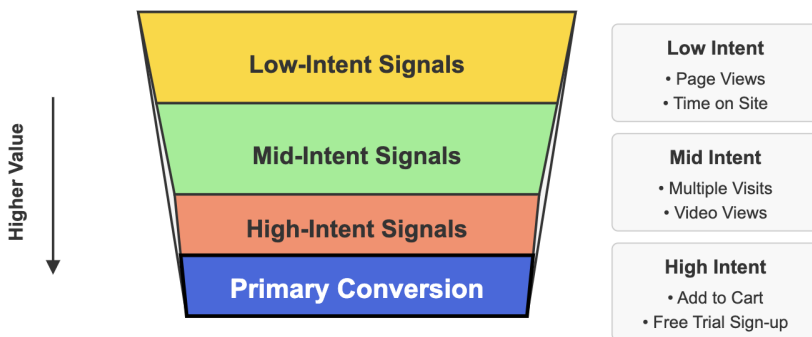
MICRO CONVERSIONS: THE SECRET WEAPON

The biggest missed opportunity I see is **ignoring micro conversions**. These are the smaller actions users take before the main conversion - like viewing key pages, watching videos, or spending significant time on site.

Why micro conversions matter in the AI era:

1. **AI learns faster** - More data points mean faster optimization
2. **Earlier signals** - Don't make AI wait weeks for final conversions
3. **Customer journey insights** - Understand the path to purchase
4. **Signal amplification** - Especially crucial for low-volume accounts

Micro Conversion Funnel



Tracking the full funnel gives AI more signals to optimize against

IMPLEMENTING MICRO CONVERSION TRACKING

Here's how to set it up:

Step 1: Identify valuable micro conversions

- **Ecommerce:** Add-to-cart, wishlist adds, product video views
- **B2B:** Case study downloads, pricing page visits, blog engagement
- **Services:** Time on site, multiple page views, tool interactions

Step 2: Assign relative values

Obviously you need to treat micro conversions with significantly less conversion value and primary conversions! Establish a clear hierarchy e.g:

Conversion Type	Example	Relative Value
Primary	Purchase	100%
High-Intent Micro	Add-to-cart	30%
Mid-Intent Micro	Product page 2+ min	10%
Low-Intent Micro	Homepage 30+ sec	2%

AVOIDING THE MICRO CONVERSION TRAP

Here's where most people get it wrong - they track micro conversions but fail to properly weight them. This leads to AI chasing cheap engagement instead of real customers.

Three guardrails to implement:

1. **Value alignment** - Make sure values reflect actual business impact
2. **Regular review** - Audit conversion correlations quarterly
3. **Primary goal focus** - Never optimize solely for micro conversions

The right approach is layered - use micro conversions to feed the AI learning engine, but keep primary conversions as your north star.

PRACTICAL IMPLEMENTATION

Here's the step-by-step playbook:

1. **Install server-side tracking** (Google Tag Manager server or a tool like Stape.io)
2. **Enable enhanced conversions** in Google and CAPI in Meta
3. **Create a micro conversion framework** with clear values
4. **Implement in-platform events** for all identified conversions
5. **Connect your CRM data** for closed-loop reporting

I recently worked with an agency struggling with a client account. The client had a 30-day sales cycle, meaning the AI was starved for conversion data. By implementing micro conversion tracking with proper weighting, they fed the AI enough signals to optimize effectively while still focusing on final sales. The result was a 41% reduction in cost per qualified lead within just 15 days.

Remember: The platforms don't care about your business goals - they care about optimizing for whatever signals you give them. Most advertisers are giving their AI incomplete information and then wondering why performance is mediocre.

AUTOMATING THE RIGHT TASKS WITH AI

Now we're going to get into some more practical uses of AI tools that you can use within your day to day PPC work.

The most valuable PPC consultants today aren't the ones who work harder - they're the ones who built systems that eliminate 80% of the work. I know a consultant managing 17 accounts solo who outperforms agencies with 50 people. **The difference isn't talent. It's automation** He's automated everything that doesn't require human judgment.

While other PPC pros are still building reports manually, making bid adjustments, and checking accounts daily, he's focused on bigger opportunities:

- Expanding into new markets.
- Proposing new service offshoots to his clients based on market data.
- Refining creative strategy and developing new offer angles.

His clients think he's completely obsessed about their business, and he is, but only because he finally has time to focus on the cool stuff.

MOST PPC TOOLS END UP CREATING MORE WORK

The entire purpose for building **PPC.io** was to provide tools to help automate all of the manual tasks that normally take a huge amount of time.

We want agencies to focus on strategy rather than getting mundane things done.

PPC agencies shouldn't be spending hours on performance reports or sifting through all of their ad accounts to figure out what's going wrong - An AI tool should be able to do that for you!

Instead, you should be spending most of your time actually communicating with your clients, interpreting data and strategizing on improving profitability.

THE SAAS COMPLEXITY TRAP

We think that most SaaS products for PPC marketers aren't great because:

- Complexity keeps you stuck in their system.
- They create more work, not less
- You sign up, forget them, and still get charged for months.

Everyone loves ChatGPT because it's the opposite - fast, simple, instantly useful.

That's why we built PPC.io the same way:

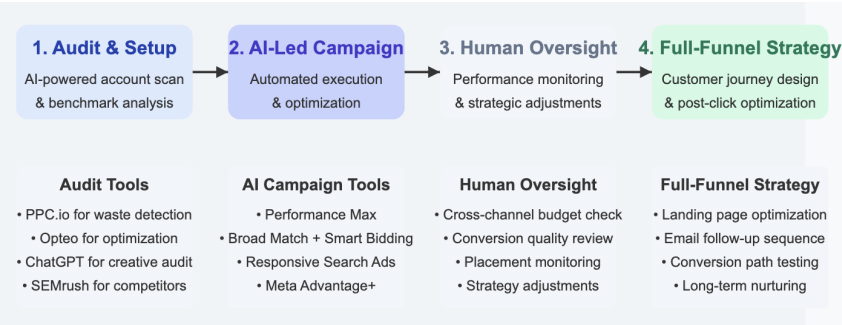
- Click less, do more.
- Insights, not dashboards.
- Don't create work, eliminate it.

The agencies winning today aren't the ones with the best manual optimizations. They're the ones that run PPC like a system, using AI to handle the repetitive work while they focus on high-impact decisions.

If you're still spending hours doing things AI could handle in seconds, you're showing up to a gunfight with a water pistol.

The real competition isn't even playing that game anymore. They've automated the grunt work and are focusing all efforts on strategy.

AI-Powered PPC Workflow



But not everything should be handed over to the machines. This book is all about focusing on the beautiful, fundamental art of advertising! And the great thing is that AI is actually helping push humans back towards this art, by removing us from the menial repetitive tasks and button-pushing that we would much rather a machine handles.

So let's look at what's actually worth automating in PPC.

WHAT'S WORTH AUTOMATING?

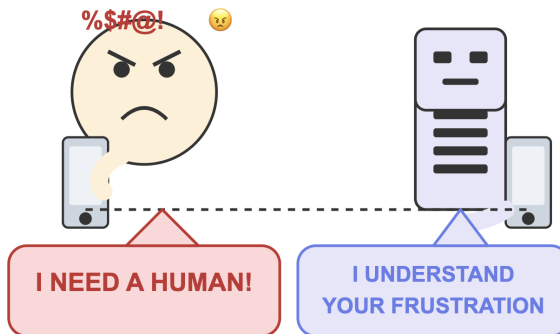
So many marketers get automation backwards and try to automate things that should still have a human touch.

Let's take the classic Universal example - **Who on Earth actually wants an AI robot on the phone doing customer success?**

If you ever get so stuck with a problem that you feel the need to speak to a human on the phone, the last thing you want is an overly polite robot that's just been fed with 100,000 words on how to handle phone calls.

You're so frustrated with a problem by this point that a solution is only half the battle, the other half is just being heard by someone other than a smug AI that thinks it has all the answers.

When Humans Want Humans, Not AI



You need to be focusing your attention on things that **require judgment**, and interacting with your real customers comes under that category! So definitely don't start thinking about how to automate actual phone conversations with clients, or having an AI-generated version of yourself do your social media videos.

You should only be automating things that don't actually require your judgment. Because in the AI age, your judgment is the most important thing you bring to the table.

Top PPC agencies are using AI to help automate the repetitive parts of PPC (reporting, anomaly detection, basic optimizations). Then they're spending their newly-found time on the stuff humans crush AI at – strategy, creative direction, and client relationships.

Don't waste energy fighting the wrong battle. Let AI handle the boring execution while you focus on becoming the strategic powerhouse your clients actually need.

This will be a strange change of pace for PPC executives who previously had bad habits which included way too much manual humdrum work, and not enough creative thinking.

Make peace with automation coming for the button-clicking parts of your job - **those were the worst parts anyway!** The future belongs to PPC pros who guide AI systems, not those who compete with them on tasks AI was literally built to handle.

Right now, leading PPC agencies are not replacing human roles. They're using AI to work faster and automate all the repetitive stuff that nobody wants to do anyway. They're still keeping a firm handle on strategy

Here's a quick breakdown of what works and what doesn't...

GOOD USES OF AUTOMATION

- ✔ Performance Monitoring & Alerts – Set up automated alerts for sudden CPC spikes, low conversion rates, or budget overspending.
- ✔ **Reporting (not phone calls)** – AI can generate dashboards and summaries instantly. Stop wasting time making reports manually with fancy graphs.

- ✔ **Budget & Bid Adjustments** – Google and Meta’s bidding algorithms react to live auction data faster than humans ever could.
- ✔ **Ad Creative Testing at Scale** – AI tools can generate and test multiple creative variations quickly, but final selection should always be human.
- ✔ **Ad Headlines** – AI tools can not only generate but also continuously optimize ad headlines on autopilot.

WHERE HUMANS ARE STILL ESSENTIAL

- ✘ **Understanding Business Context** – AI doesn’t know why a particular customer segment is more valuable than another.
- ✘ **Creative Strategy** – AI can generate copy, but it can’t craft brand stories that resonate on a deeper level.
- ✘ **Interpreting Data, Not Just Reporting It** – AI will surface insights, but knowing what to do next is still a human job.
- ✘ **Adapting to Market Shifts** – AI works on patterns, but when markets shift (like a new competitor entering), a human needs to step in and adjust strategy.

Automation isn’t about removing humans from PPC, it’s about freeing up time for the parts of PPC that actually require human thinking. Most PPC professionals waste 70% of their time on tasks a well-configured AI will be able to handle in minutes.

HOW SMART PPC'ERS ARE USING AI

THE AI REALITY CHECK™

Let's have a real talk about "AI agents" for a sec.

Every day some random LinkedIn influencer posts about how AI agents are going to take all our jobs by next Tuesday. Meanwhile, I'm watching these same "revolutionary agents" struggle to book a simple dinner reservation without hallucinating the restaurant closed down in 1973.

The real AI tech is already embedded inside Google and Meta ads. It's been optimizing bids, shifting budgets, and testing creative variations for YEARS. That's real AI doing real work.

But a magical AI entity that replaces you as a PPC strategist? That can understand client business goals, navigate internal politics, identify actual growth opportunities, AND execute flawlessly?

That's still fantasy land for the time being.

However, something very real and (largely unnoticed) is happening in the background. AI isn't yet fully agentic, but it's quietly dismantling the SaaS model that has dominated tech for the past 20 years.

Here's how I see things unfolding:

Phase 1 (Right Now): AI as your assistant. AI tools enhance existing software, making human operators faster at coding and writing things. We've all used this with ChatGPT.

Phase 2: AI as Autonomous Operator. AI agents shift from assisting to completely handling workflows traditionally done by humans. Imagine saying “optimize our ad spend” and having an agent handle the rest without you having to manually click through your favorite software.

Phase 3: Invisible Software. AI will bypass user interfaces entirely, communicating directly with APIs. Dashboards, buttons, and menus built for human users become irrelevant. Things like Google ads scripts will update and adjust on the fly without requiring a human plugging everything in.

In the future, we shouldn’t have to sign into multiple SaaS dashboards and press buttons and open tabs all day. We should be able to automatically interact with software.

For PPC marketers, this is not a threat!

This is simply a case of automation rapidly claiming the repetitive tasks you didn’t enjoy anyway. We shouldn’t have to spend all day signing into multiple ad accounts, typing into 2FA codes and clicking around menus in 15 different SaaS tools.

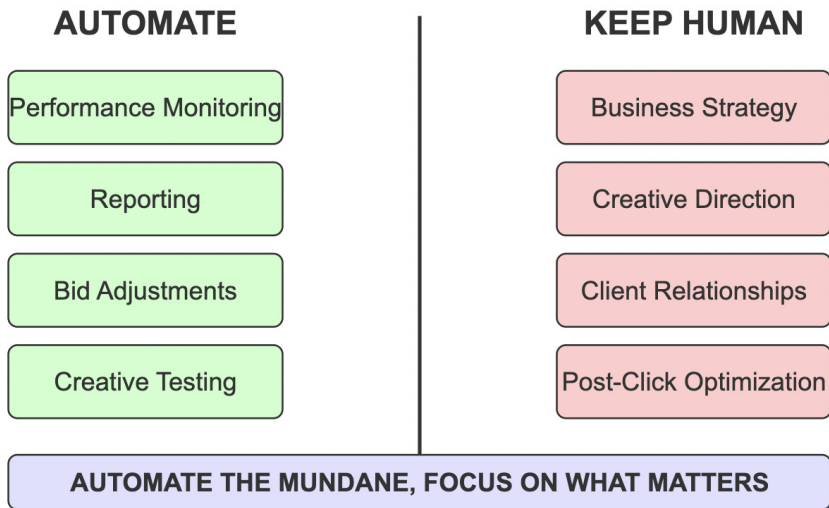
Once again - The winners in the era will be those who embrace AI to handle low-level execution and shift their focus to high-level strategy, creative direction, and business impact.

Don’t resist automation. Lean into it and become indispensable.

WHAT TO AUTOMATE IN PPC

Here’s what top PPC teams are doing today to save time and focus on higher-impact work.

What to Automate in PPC



1. AUTOMATED PERFORMANCE MONITORING & ALERTS

Most PPC managers check their accounts constantly. It's probably the single biggest time-waster in PPC. I honestly think it creates an illusion of control and just sucks away time you should be spending elsewhere.

I used to wear an Apple watch and monitor my health and fitness performance religiously. But then I realized I was spending just as much time worrying about my health metrics as I was getting out there and doing the things that would actually make me fitter! Like walking a few more steps.

It's the exact same thing and the same principle - Pull time away from the low-impact tasks and push time into the high-impact ones.

There's a couple of tools you implement straight away to get a flavor of this:

- **PPC.io** – AI-driven audits that flag wasted spend, drop-offs, or scaling opportunities.
- **Google Ads Scripts + Slack/Zapier Alerts** – Get real-time notifications if CPC spikes or conversion rates drop below a threshold. Instead of checking accounts all day, you get notified only when action is needed.

👉 **Agency Implementation:** Rise Interactive integrates AI-driven alerts into their workflow. Their in-house system automatically flags issues such as sudden CPC spikes or tracking errors, alerting the account manager instantly to take immediate action. This ensures clients' accounts stay optimized without constant manual checks.

2. NO MORE MANUAL REPORTS

Still building reports manually? That's a waste of time.

- **Looker Studio + AI Summaries** – Instantly generate visual dashboards and key takeaways.
- **ChatGPT Code Interpreter** – Pull and analyze ad performance data without Excel formulas.
- **PPC.io Automated Reporting** – Generate client-ready reports with AI-powered insights.

AI should give you answers, not just data.

3. SMARTER BUDGET & BID ADJUSTMENTS

The old way: Constantly tweaking bids manually.

The new way: **Set bid parameters and let AI handle it.**

- **Smart Bidding (Google)** – AI adjusts in real time based on auction signals.
- **Bid Rules (Meta & LinkedIn)** – Automate increases/decreases based on CPA targets.
- **Revealbot & Optmyzr** – Rule-based automation for bid and budget pacing.

Humans should set strategy, not push bid buttons.

4. SMARTER CREATIVE TESTING - WITHOUT GUESSWORK

Random creative testing is gambling disguised as strategy. The winning approach: Use AI to generate variations based on patterns in your performance data, but keep humans in charge of the narrative. AI finds patterns. Humans find meaning.

- **Arcads** – AI-generated ad variations based on performance data.
- **ChatGPT** – AI-written ad copy, refined by human oversight.
- **AI Video Tools (RunwayML, Synthesia)** – Quick, automated ad creation for short-form video.

AI handles volume. Humans handle brand, storytelling, and strategy.

GOOGLE ADS SCRIPTS

Top level agencies have used Google ads scripts to automate a ton of work for well over a decade.

And now AI has made these scripts far more accessible and customizable to non-coders.

See, Google ads scripts require a custom piece of code that which is uploaded to your Google ads account, meaning historically you had to be a coder, or find free scripts from others.

But now with AI tools like ChatGPT or Claude (my favourite for coding) you can dream up any Google ads script you can imagine and have AI create it for you, without needing to be a coding expert yourself.

If you've never played with Google ads scripts before - The system is actually easy to use once you spend an hour playing around. Once you've added your script, Google will automatically detect any obvious coding errors, and then it will allow you to run a 'preview' of your code to immediately test and verify that it's working.

Some next-level Google scripts you can create with AI:

-  Pause any ads with broken links e.g. "Write me an MCC level Google ads script which automatically pauses any ad with a broken link and sends me an email notification."
-  Pause underperforming keywords e.g. "Write me a Google ads script that pauses keywords with 50+ clicks and 0 conversions."
-  Automate negative keywords e.g. "Write me a Google ads script that automatically adds keywords from exact match campaigns to broad match campaigns to prevent cannibalization."

If you want a more comprehensive list of scripts...

👉 Go to [PPC.io/scripts](https://ppc.io/scripts) for over 200+ scripts you can add to automate pretty much every scenario in Google ads.

P.S. The sheer number of Google ads scripts is ridiculously overwhelming, so we categorized these to make it easier to decide which ones you should actually implement.

Again, visit [PPC.io/scripts](https://ppc.io/scripts) to see them all.

!!A word of caution: Your script might not work perfectly the first time and you may need to fix it. Thankfully the process for troubleshooting is pretty easy - Just tell your AI tool what the error code says and it should be able to generate a working version. Sometimes a little trial and error is required.

REAL WORLD USE CASE - SELF-IMPROVING AD COPY WITH AI

Kudakwashe Chinhara, a member of Ed Leake's *God Tier Ads* framework, developed an innovative AI-powered Google Ads script that:

- Takes key business info (business clarity, USPs, dense reviews, and keywords).
- Connects directly with OpenAI's ChatGPT to generate multiple high-quality ad headlines and descriptions instantly.
- Uses an internal "critique agent" to analyze these outputs and improve future prompts automatically, creating a continuous loop of improvement.

It's a very cool example of Google ad headline creation on autopilot, and the most cool thing is that this AI-powered script creates a compounding effect - each time you run the script it improves results

than the last, cutting hours of manual effort and headline testing down to minutes, at a negligible cost.

(Credit to Ed Leake's "23 Pillars of Ad Copy" from God Tier Ads and Kuda Washi Chinara for developing this advanced AI automation.)

Please, stop the busybody work! Do work that actually compounds. You'll sleep easier at night feeling like you're actually making a difference, and you'll get better results.

Automate repetitive tasks aggressively. Spend your time on strategic decisions and high-impact activities - **that's how you'll become indispensable.**

KEY TAKEAWAYS FROM CHAPTER 6

AI can find audiences better than you can, but it still needs your strategic input to focus on the right ones.

- ☑ Upload first-party data - train AI on your best customers. Upload only your highest-value customers as a separate segment, and watch how quickly performance improves. Quality of signals beats quantity every single time.
- ☑ Use value-based bidding - don't let AI optimize for cheap conversions.
- ☑ Override AI-driven engagement goals - cheap clicks aren't always profitable.
- ☑ Low-value practitioners will spend 80% on execution, 20% on strategy.
- ☑ High-value practitioners will invert this ratio through aggressive automation.
- ☑ Start testing AI powered tools but don't believe all the hype!

CHAPTER 7

CLIENT RELATIONSHIPS – BECOMING INDISPENSABLE

PPC managers who still lead with CTR and CPC vanity metrics **are announcing their own irrelevance**. This chapter will show you exactly how to stay relevant.

Clients care about profitability and growth, not clicks. The CEO doesn't want to know if CTR improved by 0.5%. They want to know:

- How PPC is impacting revenue, customer acquisition, and profitability.
- Where new growth opportunities are hiding.
- What's coming next, and how to stay ahead of competitors.

AI is rapidly eliminating the need for technical execution in PPC.

This isn't a threat, it's the greatest opportunity in a decade for those who can elevate from campaign managers to business advisors. The middle ground role is disappearing.

Yes, automation is making PPC execution easier. But it's also creating a demand for PPC pros who can connect ad performance to business outcomes.

WHY CLIENTS NEED MORE THAN JUST A PPC TECHNICIAN

Many clients assume that because AI automates bids and ad placements, PPC should be simpler than ever.

But the reality? AI is making paid media more complex.

Without **human oversight**, AI:

- Chases low-cost conversions instead of high-value customers.
- Over-prioritizes short-term results while missing long-term profitability.
- Requires constant course correction to align with business goals.

If you can interpret AI-driven performance and connect it to business strategy, you're invaluable.

ALWAYS BE TESTING

The best marketers test more than everyone else, and I believe AI can now make even PPC amateurs look like PhD data scientists in the eyes of your clients.

To put a proper statistics on it - The top 20% of marketers run **5x more tests than their average counterparts**, with high-performing PPC teams conducting 30+ tests per quarter across channels. MIT research found companies using rigorous A/B testing consistently outperform competitors by 15-20% in conversion metrics, while McKinsey reports that organizations with advanced testing cultures see **3x higher revenue growth** compared to those without structured testing programs.

Long story short - If you're not testing regularly, you're not at the top of your game.

The problem is that running rigorous tests on your paid ads is incredibly time consuming, and brain power consuming.

AI has completely transformed what's possible with testing.

As we'll see, AI has now completely flipped that notion on its head. Now, even entry-level PPC marketers can (*and should*) be testing relentlessly.



As we mentioned, the biggest barrier to running tests was time - you could only run as many tests as you had hours in the day to plan, execute, and analyze. And let's be honest, most PPC pros weren't exactly thrilled about becoming amateur scientists, meticulously changing one variable at a time while praying the client wouldn't ask why results took so long to show.

Google's automation features have helped, letting us test things like broad match vs. exact match without the manual headache. *But that's just scratching the surface.*

Ad platforms test within their own walled gardens, completely blind to what happens post-click. Google can tell you which ad got more clicks, but has zero insight into why your landing page is leaking conversions. The biggest opportunities often live where platform tests can't see - in the customer journey after the click, across multiple channels, or in completely new messaging approaches that AI would never suggest on its own.

That's why I think we need a smart AI sitting above these siloed platforms, connecting pre-click performance with post-click reality.

Here's one of the biggest reasons I'm building PPC.io: Instead of spending half your day trying to dream up high-impact tests, why not let AI analyze your entire marketing and ad account data in seconds? It can process all your performance data, identify patterns across platforms, consider historical context, and suggest the most sensible single-variable tests most likely to move the needle.

Sitting there chained to your Google ads account, trying to figure out what's worth testing next is just a bad use of your time. You're much better off letting AI doing the heavy lifting, like your very own team of PhD scientists analyzing data for you and coming up with test concepts. And of course, some of those ideas will be bad for reasons only a human can understand, and that's why you're still so valuable.

But the point is with AI you can finally launch, analyze, and refine tests at a scale that would've been unthinkable even two years ago.

The real game-changer isn't just that AI runs tests faster - *it's that it even identifies which tests you should be running in the first place.*

While the AI handles pattern recognition across millions of data points, you get to focus on what humans do best - deciding which insights align with brand strategy and business goals. The machine might tell you a particular audience segment is underperforming, but you're the one who understands why that segment matters strategically.

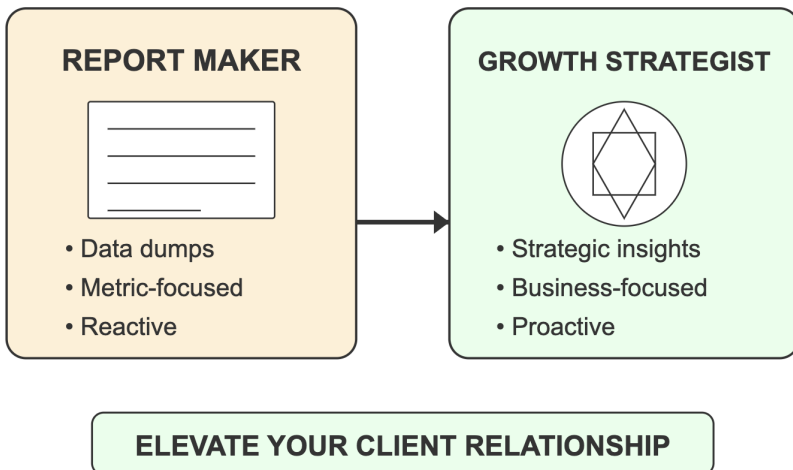
The bottom line is this - We all know deep down that testing is one of the highest impact things we can possibly do as PPC professionals, and finally we're now in a position where we don't need a degree in data science just to be proficient at testing ad campaigns.

Instead of throwing out half baked tests here and there for clients, you can now finally get a proper testing process in place powered by AI.

FROM REPORT MAKER TO GROWTH STRATEGIST

Most PPC pros deliver **data-heavy reports** that clients skim over and forget.

Want to stand out? Shift from information dumps to strategic insights.



HOW TO ELEVATE YOUR ROLE

- Talk in business KPIs, not just ad metrics. Show how campaigns impact profitability, LTV, and revenue growth.
- Provide insights, not spreadsheets. Don't just report results, explain why they happened and what should happen next.
- Be proactive, not reactive. AI is great at optimizing right now. You need to focus on what's coming next.

The shift is simple: Move from reporting numbers to driving business decisions.

EMBED YOURSELF INTO CLIENT FINANCIALS

Whether you're working in-house or at an agency, you need to start embedding yourself into client financials.

The best paid marketers understand how the machine works, and the **foundation of absolutely everything in PPC is the economics of the business you're working with.**

Most PPC professionals are sitting there competing with other agencies over how skilled they are *INSIDE* of platforms like Google Ads and Facebook ads manager.

But instead of competing inside a platform that everyone is competent inside (*and that's getting more heavily automated with AI*) you should focus on improving your clients economics instead.

This was a light bulb moment for me, especially when I was paying for \$30+ per click in a highly saturated B2B market 💡

You need to deeply understand the following metrics with your client:

1. What is your Net Profit Margin %?
2. What is your Average Order Value?
3. What is your Customer Lifetime Value?
4. What is your current Monthly Revenue?
5. What is your target Monthly Revenue?
6. How many leads does it take you to land a sale? (Services or B2B only)
7. If known, what is your currency conversion rate from PPC?
8. What is your target cost to acquire a customer (CAC)?
9. What is your target ROAS? (e.g. 4X)
10. What is your target marketing spend per month?
11. What is your current revenue vs. target revenue?

AI Tip: If you have all of this information at your fingertips and don't know where to begin, you can actually dump it all into ChatGPT along with other known data (*like average industry CPCs*) and just start interrogating it - Are these goals realistic? Is the net profit margin high enough to achieve our goals? Etc.

90%+ of PPC agencies are not doing this type of thing on a regular basis, but these are the most absolute fundamentals!

Literally the only reason we're running ads for clients in the first place is to help them build a profitable stream of new customers.

Most PPCs are so obsessed with the traditional metrics of ROAS that they fail to see the opportunity here.

As a PPC professional there's a ton of things you can do to impact the economics outside of just optimizing in Google ads:

- **Upsells** - Work with your client on immediate day 1 upsells to increase the average order value from the get go.
- **CRO** - Make the post-click experience incredible. Even taking a conversion rate from 5% to 6% is absolutely huge in the long term. You can't find those kind of outsized gains by playing around in Google ads.
- **Increase customer LTV (lifetime value)** - Work with your client on targeting existing customers with offers and keeping them engaged. Taking the average lifetime spend of a customer from \$300 to \$450 might not sound like much, but that's a 50% increase and has a
- **Think in terms of CAC not ROAS** - Think about your cost to acquire a customer. *In fact, this is so important that we're about to deep dive on this in a moment.*

If you haven't started implementing any of these things as a PPC professional, you're missing out on some of the biggest levers you can pull.

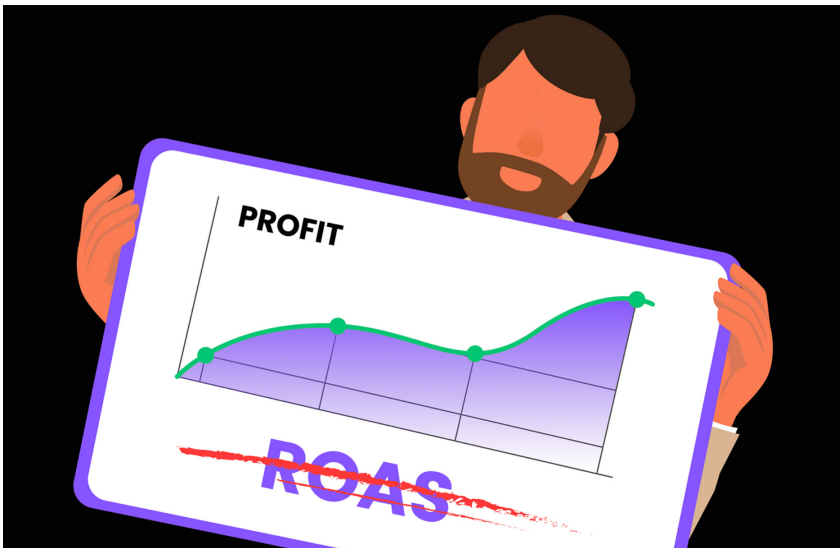
This is the type of work that gets you completely embedded with your clients - you're now savvy to their financials understand and can actually make marketing decisions based on the economics, instead of 'best PPC practices'.

And as an added bonus, these types of financial discussions are the very delicate discussions that businesses prefer to have with real people, not AI - You're positioning yourself to your client as the growth person, not just the platform specialist.

THINKING IN TERMS OF CUSTOMER ACQUISITION COST (CAC) VS. ROAS

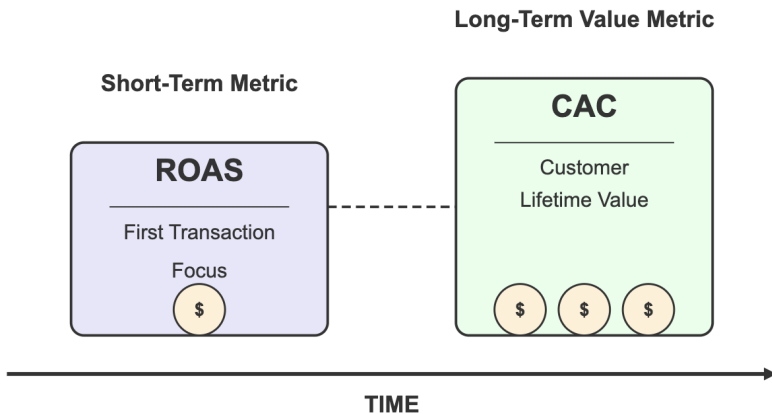
Keeping on topic here, I want to discuss a very key type of thinking that moves away from the traditional ROAS obsession within PPC.

One of the biggest mistakes PPC marketers make is obsessing over Return on Ad Spend (ROAS) and ignoring Customer Acquisition Cost (CAC). ROAS is attractive because it's easy to track and sounds impressive in reports - but it's severely limited in most situations. You could achieve a ROAS of X4 selling wedding packages, but still lose a lot of money if margins are tight or customer lifetime value (LTV) is low.



CAC is the best solution in 80% of cases. It allows you to directly measure how much it actually costs to acquire a lifetime paying customer. Paired with Customer Lifetime Value (LTV), it gives a clearer picture of real profitability and growth potential.

- **ROAS:** Easy to inflate by chasing low-quality sales. Doesn't factor in margins, refunds, or customer lifetime value.
- **CAC:** Focuses on actual cost-per-customer acquisition, making profitability crystal clear. Helps businesses identify if marketing efforts contribute to real financial growth in the long-term.

**Real Example:**

We worked with a beauty treatments clinic that offers services like botox, facials, laser hair removal, tattoo removals etc.

After six months, the campaign's immediate ROAS looked modest at a 1:2 ratio (spend \$1, get \$2). But when we factored in customer LTV and projected future sales, the lifetime ROAS jumped to 1:11 - considering how high margins are in this business, this was a great result.



This is something you absolutely need to be communicating with clients, and changing their mindset on.

This doesn't mean ROAS is irrelevant. In industries selling large, one-off purchases (e.g., cars or weddings), immediate ROAS is still critical. For industries with repeat but infrequent transactions (like luxury travel or home renovation), use a balanced combination of both metrics.

In short:

- **Prioritize CAC & LTV** for businesses with recurring or long-term customer value like Ecommerce, dentists, SaaS.
- **Use ROAS** primarily for high-ticket, single-purchase industries like buying a house or a wedding venue.
- **Combine both** metrics where repeat purchases occur, but the second purchase might be far down the road, like landscapers, luxury travel, legal services.

That shift from ROAS to CAC helps you get noticed as someone with a long-term mindset, and it also means you'll get more to invest in marketing if you do a good job.

COMPETITOR RESEARCH: STAYING AHEAD WITH AI

You always need a strong understanding of the market in order to compete, and if you're an agency, your clients will want competitor intelligence as well.



Here's what you should be doing:

1. Looking at top competitor ads in your industry (Google, Meta, other platforms)
2. Looking at the top organic competitor in your industry to understand what does Google's SEO algorithm trusts
3. Using AI to analyze reviews from every competitor to identify common strengths and weaknesses + customer sentiment.

4. Analyzing all of them to figure out what headlines, angles, offers and landing pages they're using to attract customers
5. Researching the customer journey for those top competitors

Thankfully there's a ton of tools out there that can automate the process like:

- SEMRush to see competitor Google ads.
- Facebook ads manager to see competitor Meta ads.
- Platforms like PPC.io (our platform) to help surface actionable competitor insights and pull the whole thing together.

This proactive approach makes you look like a genius in front of your clients, and it also gives you the basic foundational knowledge that you and your team will need to actually deliver a strong PPC campaign.

USING AI TO ENHANCE CLIENT RELATIONSHIPS (NOT REPLACE THEM)

AI isn't just optimizing campaigns - It's also changing how PPC pros communicate with clients.

Here's how top agencies are leveraging AI to improve client relationships while keeping a personal touch.

Remember this - Client relationships die in the gap between technical execution and business impact. Most marketers frame their work in terms of what they did. Elite consultants in every industry frame everything in terms of what they achieved. This shift in communication will elevate your perceived value.

1. AI-GENERATED INSIGHTS, NOT JUST DATA DUMPS

Instead of sending a standard report with a data dump, run all of your ad data through **PPC.io** to generate a real human narrative that business people can get interested and excited about.

Example:

"Your ad spend was optimized 12% more efficiently this month, reducing CPAs by 18%. However, we've identified a huge opportunity in retargeting users who engage but don't convert within 48 hours. My recommendation? We launch urgency-driven remarketing ads to capture this segment."

This is the difference between presenting data and delivering solutions.

 **Tools:** Looker Studio + ChatGPT, PPC.io, Narrative BI.

2. AI FOR COMPETITIVE INTELLIGENCE & MARKET INSIGHTS

Clients don't just want to know how their ads are performing, they want to know how they compare to competitors.

How to Use AI for Competitive Analysis:

- Monitor competitor ad spend using Adthema or SEMrush Position Tracking.
- Track competitor creative shifts by scraping the Meta Ad Library with AI scripts.
- Identify competitor keyword movements with PPC Samurai.

📌 Example Insight for Clients:

“We detected that [Competitor] increased ad spend by 34% on five core keywords. Our analysis suggests they’re targeting early holiday shoppers. Instead of competing on price, we recommend positioning your premium product messaging to highlight exclusivity.”

This transforms client conversations from PPC reports to strategic market discussions.

👉 **Agency Competitive Edge Example:** Directive Consulting uses tools like Adthema and Similarweb, powered with GPT-driven analysis, to automatically track competitor ad strategies and messaging shifts.

Essentially they get notified as soon as a competitor launches a new ad campaign or makes any change whatsoever. This proactive approach allows them to swiftly advise clients on counter-strategies or capitalize on competitive gaps, strengthening client trust and strategic advisory value.

3. AI-DRIVEN FORECASTING: HELPING CLIENTS PLAN AHEAD

AI can predict trends before they happen, giving clients a competitive advantage.

🍷 How to Implement AI Forecasting:

- Use Optmyzr or PPC Samurai to analyze seasonal demand patterns.
- Train AI models on historical trends & industry shifts.
- Provide clients with forward-looking recommendations instead of past performance recaps.

 Example:

“Our Forecasting shows CPCs for your industry rise by 22% before Q4. I recommend adjusting budget allocation now to take advantage of lower competition before the surge.”

Being proactive = **being indispensable.**

4. AI-POWERED REAL-TIME COMMUNICATION

Clients expect **fast insights**, not just monthly reports. AI-powered tools help you deliver proactive updates before your clients come asking for them.

 How to Keep Clients Engaged in Real Time:

- Set up an AI-driven Slack bot using Zapier to send weekly PPC insights.
- Automate AI-transcribed meeting notes with Fireflies.ai to ensure action items don't get lost.

 Example:

This week's PPC insights: ROAS improved by 16%, driven by higher mobile conversion rates. We're testing a new mobile-optimized ad format to further capitalize on this momentum.”

A marketing director once told me:

“I don't need a 40-page report once a month. I need the key insights in real time so I can make decisions now.”

AI helps you stay ahead of client needs before they even voice them.



REAL LIFE AGENCY EXAMPLE

Jellyfish (a huge agency in the UK) started building a more proactive approach to their efforts by using AI-powered market intelligence tools like Crayon AI. These tools provide real-time tracking of all your competitors moves and industry trends - So you can get a very clear overview of exactly how that entire industry is moving. They monitor literally everything including website updates and relevant newsletter announcements (AI feeds in only the juicy stuff).

Now, Jellyfish proactively advises clients, building deeper trust and positioning themselves as strategic advisors, not just PPC technicians.

This is the kind of stuff that would just be a downright pain in the ass to implement previously, but there's some cool tools on the market now that automate this.

BECOMING THE STRATEGIC AI PARTNER

The way you **position yourself** matters just as much as the work you do.

Here's how to **reframe your value** from a tactical PPC manager to a **growth consultant**.

✗ **Instead of:** "I optimize your Google Ads to lower your CPA."

✓ **Say:** "I design a customer acquisition system that profitably scales your business using AI-powered advertising."

- ✗ **Instead of:** “I manage Facebook ad campaigns.”
- ✓ **Say:** “I create data-driven growth strategies that connect your business with high-value customers across multiple channels.”
- ✗ **Instead of:** “I’ll set up Performance Max for you.”
- ✓ **Say:** “I’ll build an AI-guided system that finds your ideal customers across Google’s entire network while protecting your budget.”

This isn’t wordplay. **This is positioning yourself for long-term success.**

KEY TAKEAWAYS FROM CHAPTER 7

You need to move beyond execution and into strategic consulting.

- ☑ Translate PPC metrics into business outcomes. Connect ad spend to revenue and profitability.
- ☑ Use AI-powered insights to communicate smarter. Stop dumping data—deliver strategic recommendations.
- ☑ Be proactive, not reactive. Forecast trends before they happen.
- ☑ Position yourself as a strategic partner, not just an ad manager.

The PPC pros who master business translations will thrive. The ones who are stuck in execution mode as an interchangeable technician will become very forgettable.

CHAPTER 8

MULTI-CHANNEL MASTERY & MEASUREMENT

In the final chapter, I want to discuss a **multi-channel mindset** that elevates your game beyond just competency in Google search ads (or Meta ads if that's your thing).

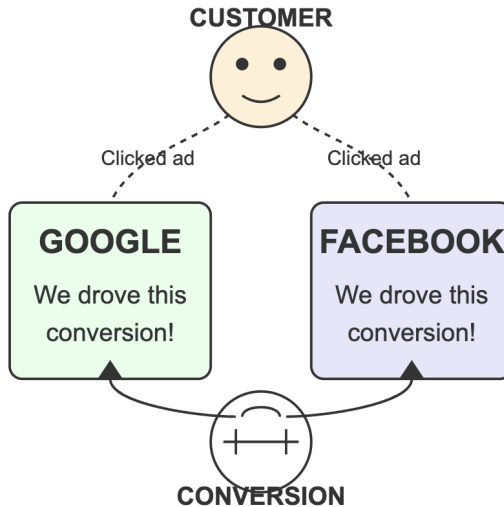
Quick disclaimer: *If you have some very simplistic local clients like law firms or dental practices who aren't interested in scaling, I'm sure you can still drive a good enough profit to keep that local business stuffed full of new customers to such a degree that layering on extra customers just doesn't make much sense.*

However, for businesses who really want to scale, you need to be able to play the advertising game across multiple platforms. The aim is to develop an understanding of how to get multiple channels to play fairly with each other.

Here's a typical scenario for a multi-channel advertising manager:

"Google was killing it. Facebook was crushing it. Then we checked cross-channel data and realized they were both taking credit for the same conversions."

One Purchase Attributed to both Platforms



That confession from an eCommerce PPC expert sums up one of the biggest challenges in modern PPC - **every platform wants to claim success.**

A QUICK WORD ON PLATFORMS

Brands today (*especially ecommerce, online services and SaaS*) typically don't live on a single platform. Neither do customers, and they're the most important people. Customers live across multiple platforms.



Even relatively small ecommerce brands are typically advertising across at least Meta + Google. And bigger brands are layering on top platforms like, TikTok, Bing, Pinterest etc.

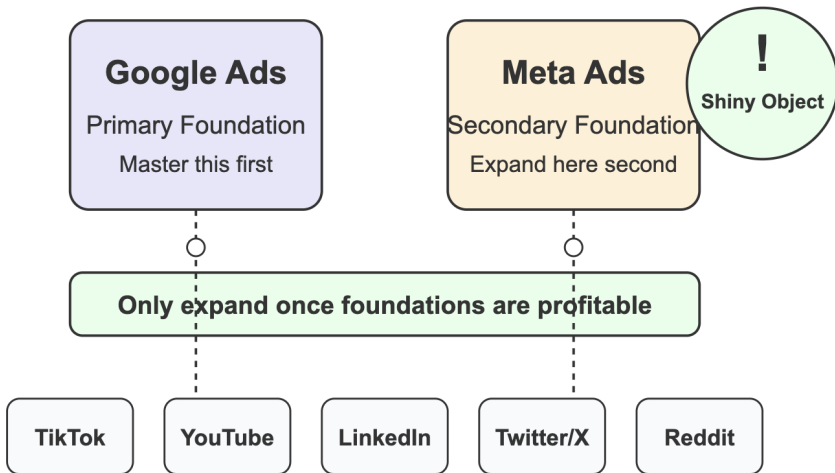
Then for B2B brands, you can add LinkedIn ads to the mix as well, and to a lesser degree Reddit ads and X ads.

And that's not to even mention YouTube. Of course, technically you can get YouTube ad placements using PMAX, but if you don't have the right video creatives for YouTube they probably won't perform too well. Not to digress too much, ***but people spend an insane amount of time on YouTube***, and it's still undervalued for ads vs. other platforms.

A hidden strength of YouTube ads is that even skipped ads provide huge brand awareness - at zero cost to you. This is because on YouTube you're only charged when viewers watch your entire ad OR at least 30 seconds, so even skipped views can significantly boost your visibility for free.

With that said, it's important not to get shiny object syndrome over every new ads platform, and only start layering on additional platforms once the main ones (*Google search ads, perhaps Meta*) are actually profitable for you first.

Master the Foundations before Chasing Shiny Objects

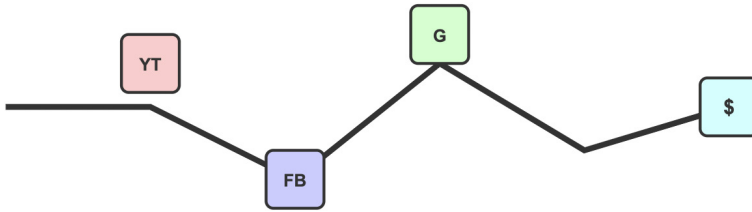


EACH PLATFORM IS COMPETING WITH EACH OTHER

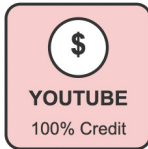
AI has made multi-platform advertising easier to launch, but harder to manage. Each platform's AI algorithm is viciously competing against its rivals, bidding for the same audiences, inflating ROAS numbers, and making it difficult to tell what's actually driving revenue.

The best PPC pros today aren't just running campaigns on different platforms, but they're refereeing the fight between platforms that ultimately want to rinse your ad budget and claim conversions for themselves.

Multi-Channel Attribution Problem



EACH PLATFORM CLAIMS 100% CREDIT



1 SALE COUNTED 3 TIMES = 300% CREDIT!

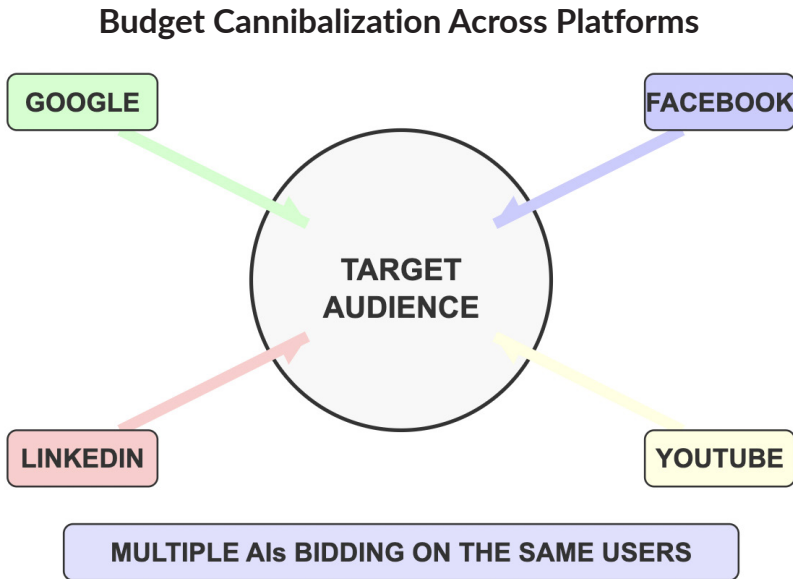
THE MULTI-CHANNEL ATTRIBUTION PROBLEM

Each ad platform is designed to maximize its own perceived value. This means that every platform's AI will fight for credit even when another channel actually influenced the conversion.

This leads to:

- **Duplicate conversions** – Multiple platforms claiming credit for the same sale.
- **Inflated ROAS** – Making campaigns look more profitable than they actually are.
- **Budget cannibalization** – AI bidding against itself for the same users across platforms.

A recent study found that brands running AI-driven campaigns across three or more platforms saw 52% higher customer retention, but only if they had a centralized attribution strategy. Otherwise, they were wasting 20-40% of ad spend on redundant impressions.



This is why big brands are paying a shit ton on expensive attribution software, to try and solve this problem.

THE \$140,000 CHANNEL CONFLICT CASE STUDY

A B2B client of ours was running Google, Facebook, and LinkedIn ads simultaneously. Each platform showed strong performance in isolation:

Platform	Monthly Spend	Reported ROAS	Claimed Conversions
Google Ads	\$65,000	3.8x	173
Facebook Ads	\$48,000	4.2x	149
LinkedIn Ads	\$27,000	2.9x	92
Total	\$140,000	3.7x	414

Looks great, right? *Except it wasn't real.*

When they implemented unified tracking, the actual numbers were:

- 217 true conversions (not 414).
- 1.9x actual ROAS (not 3.7x).
- 48% duplicate credit across platforms.

WHAT WAS HAPPENING?

- **AI targeting overlap** – Google, Facebook, and LinkedIn's AI were all bidding on the same target users.
- **Attribution inflation** – Each platform claimed 100% credit for conversions, ignoring multi-touch impact.
- **Budget cannibalization** – Each AI system was increasing bids against itself, driving up CPCs by 37% year-over-year.

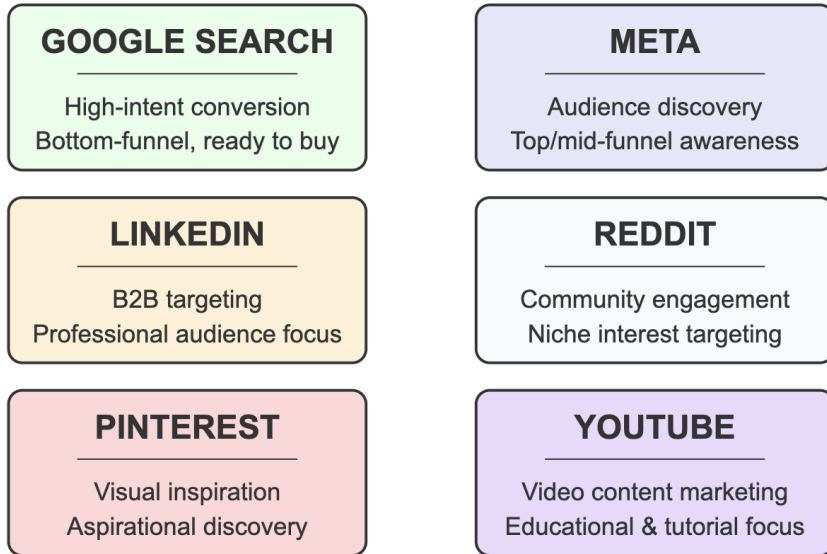
They weren't running three high-performing campaigns, they were running one inefficient campaign three times over.

FIXING CROSS-PLATFORM PROBLEMS

Instead of treating each platform as its own isolated system, they restructured everything under a unified strategy:

1. DEFINE CLEAR CHANNEL ROLES

Ask yourself the purpose of each platform rather than “how do I optimize each platform?”.



The answers will vary depending on exactly what you're selling, so there's not really one size fits all here.

For example Google search was traditionally at the bottom of the funnel with targeted keywords, but now it's also great for audience discovery as well - lots of Ecommerce brands use it for discovery.

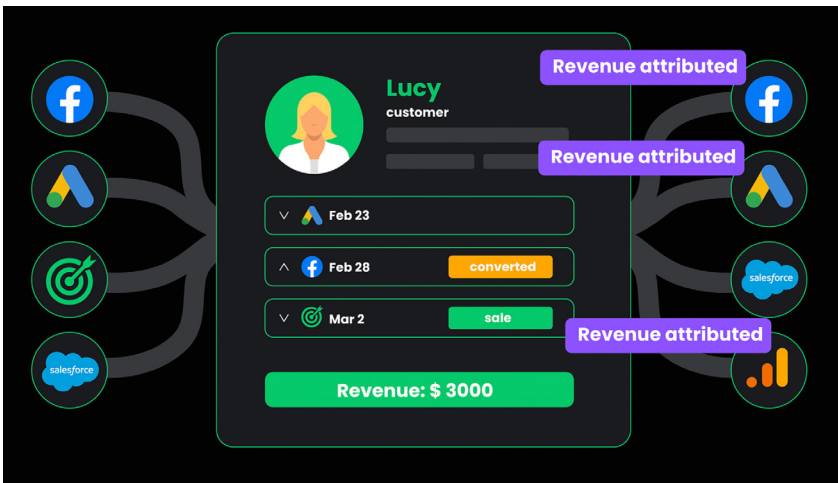
2. IMPLEMENT CROSS-PLATFORM AUDIENCE MANAGEMENT

They prevented audience overlap by:

- ✓ Excluding Facebook leads from Google remarketing lists and vice versa.

- ✓ Using frequency caps across platforms to avoid overexposure.
- ✓ Segmenting audiences by funnel stage to prevent different AIs from chasing the same users.

3. ESTABLISH UNIFIED ATTRIBUTION (NOT PLATFORM ROAS NUMBERS)



Instead of relying on Google or Facebook's self-reported conversions, they implemented:

- ✓ Google Analytics 4 with data-driven attribution.
- ✓ A single conversion definition across all platforms.
- ✓ Platform-specific conversion goals based on their role in the funnel.

THE RESULTS

Metric	Before	After	Change
Monthly Spend	\$140,000	\$98,000	-30%
Actual Conversions	217	203	-6%
CPA	\$645	\$483	-25%
True ROAS	1.9x	2.7x	+42%
Attribution Accuracy	52%	94%	+42%

By stopping cross-channel competition, this client saved \$140,000 annually while keeping 94% of conversion volume.

Acknowledge that you will never get this absolutely perfect in terms of spend efficiency, but taking these steps will help.

TOOLS FOR MEASURING ATTRIBUTION PLATFORMS

Measuring attribution across platforms is confusing. In researching I went down a massive rabbithole, but I'll simplify everything in a few paragraphs here...

MARKETING MIX MODELLING TOOLS (MMM)

99.9% of you do not need this. They have a very high cost and complex set up. These tools are all about statistical analysis of heavy data sets, so unnecessary unless you're a Global brand with lots of offline budgets (think TV and billboards).

Enterprise tools like Nielsen or Robyn (Meta's open-source MMM) exist, but if you work for a company big enough to require this, you likely already have it in place.

MULTI-TOUCH ATTRIBUTION TOOLS (MTA)

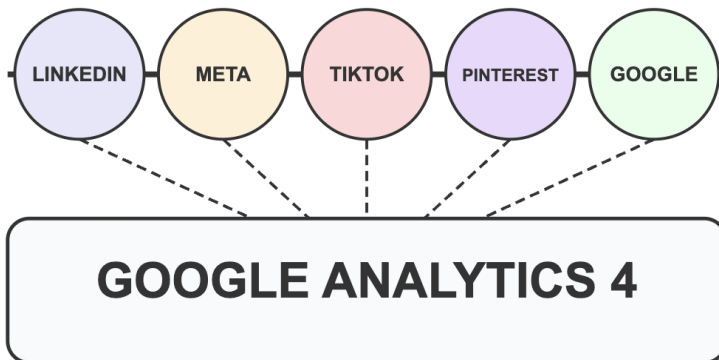
These have exploded recently, with over 50 platforms (Northbeam, TripleWhale, Rockerbox, etc.) entering the market. But they're typically expensive, complex, and frankly not necessary for most marketers.

The idea behind MTA is to determine exactly how much each channel / ad platform contributes to sales. However, most businesses simply don't need these pricey tools unless they're spending hundreds of thousands monthly across multiple channels, and even then there's a cheaper solution which I'll explain below...

THE BEST SOLUTION FOR 99% OF MARKETERS?

Just use Google Analytics (GA4) - Google literally released and honed the latest version of Google analytics for exactly this reason - To measure the customer journey across multiple channels!

It also does a far better job than most of the pricey MTA platforms out there.



How it works is by using data driven attribution, so you're not just giving 100% credit to whatever platform received the last click before purchase. Instead, it looks at every channel that was involved throughout the customer's journey and assigns a weighted credit score accordingly.

It integrates beautifully with Google Ads, and yes, it clearly tracks LinkedIn, Meta, TikTok, Pinterest, and other platforms as well provided you correctly set up UTMs and server side tracking.

To use GA4 effectively, set up:

- **UTMs** (simple URL parameters that show clearly which ads drove clicks)
- **Server-side tracking** for each ad platform separately (to accurately track conversions across multiple devices and sessions despite privacy restrictions).

Quick Example of How GA4's Attribution Works:

Imagine this user journey:

Day	Platform	Device	Action	Attribution Credit
Day 1	LinkedIn	Work Laptop	Clicks ad, no purchase	25% (First-touch awareness)
Day 3	Facebook	Mobile	Retargeted, no purchase	35%
Day 5	Google Search	Personal Laptop	Converts (buys)	40%

GA4 assigns credit clearly to each step, not just the last click. In this scenario:

- **LinkedIn (25%):** Awareness
- **Facebook (35%):** Consideration
- **Google Search (40%):** Final Conversion

UTMs vs. Server-side tracking (you need both):

- **UTMs** clearly track where your traffic originally came from.
- **Server-side tracking** accurately tracks conversions even if users switch devices or browsers, bypassing ad-blockers and cookie limitations.

Pro tip: If server-side tracking sounds intimidating, there's great low-cost solutions like **Stape.io** make this setup quick and painless for each ad platform you use. *I have no affiliation with them.* This approach will make sure your tracking stays accurate even as privacy changes make traditional cookie-based tracking more difficult.

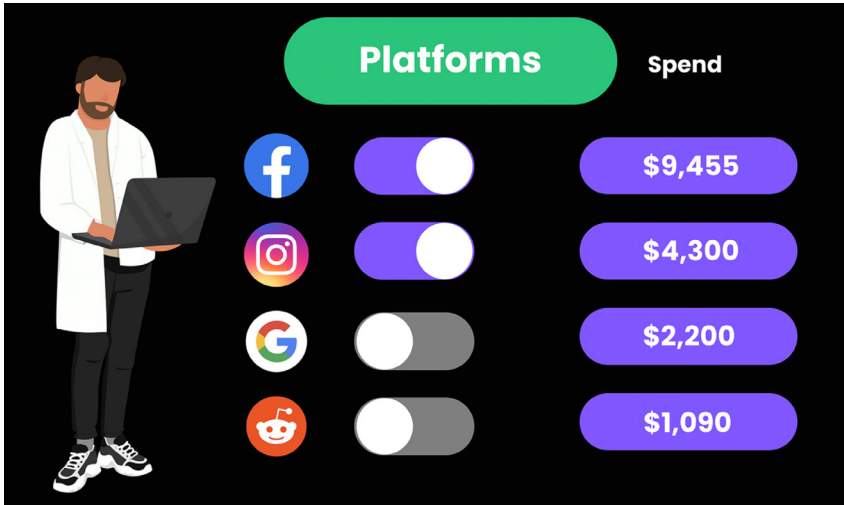
WHAT RELEVANCE DOES THIS HAVE TO AI?

Google launched PMAX campaigns to automate ads across their entire ecosystem with AI, and Meta already follows suit by automatically allocating budget to Instagram or Facebook depending on what drives better results.

In an AI environment, you need to be tracking everything accurately using first party data, and you do need to start using tools like Google Analytics to make an effort of determining which platforms are contributing most to marketing.

INCREMENTALITY TESTS

This is a little more complex, but it's what all the cool kids are doing now to be 100% sure what channels are working.



Every ad platform loves taking credit for conversions it didn't actually generate. They're incentivized to show you inflated ROAS to keep you spending. Only cross-platform incrementality testing reveals the truth

There's a very uncomfortable truth in paid marketing that I suspect PPC's at huge companies know, but don't really want to talk about - Up to 60% of your 'conversions' could have happened without your ads. The platforms won't tell you this because it would slash their revenue, and marketing teams are reluctant to flag this because they don't want to lose marketing budget, or God forbid run some rigorous incrementality testing to see what separates actual performance from expensive illusions.

One travel company I know was spending \$50,000/week across Google, Facebook, and YouTube. On paper, all three platforms looked profitable.

But when they ran **incrementality tests** (running tests where they paused each channel in specific regions), the reality was different:

- Google Search drove true incremental conversions - when paused, sales dropped proportionally.
- Facebook was partially incremental - 60% of its conversions would have happened anyway.
- YouTube was generating only brand lift, not direct conversions.

And yes, this form of testing does require that you turn ads off in some area - Either in a geographical region or an entire channel.

After reallocating the budget based on real performance, they saved \$230,000 annually while keeping 96% of their conversion volume. I should note in this case the founder was very involved in marketing personally.

AI is great at optimizing for what's easy to measure, but human strategy is needed to determine what's **actually** driving growth.

KEY TAKEAWAYS FROM CHAPTER 8

- ☑ Learn how to make multiple channels work in harmony.
- ☑ Stop running ad platforms in isolation - consider what each platform is for.
- ☑ Use negative audience syncing to prevent different AIs from competing for the same users.
- ☑ Ignore platform ROAS numbers. Build your own multi-touch attribution model on Google analytics.

PEOPLE TO FOLLOW

Here are some people you should be following to hone your PPC craft. Not all of them are specific PPC people, but they'll help you in every area of your game.

- **Ed Leake** - In my opinion the best PPC educator and practitioner around. Sticks to the fundamentals, key in the age of AI.
- **Sabri Suby** - You've probably seen this Australian guy in ads. Honestly I think his content is amazing and he understands the bigger picture.
- **Dara Denney** - She is my absolute favorite person in the World for performance creative ideas and marketing on platforms like Meta.
- **Alex Hormozi** - Most people hate this guy because he walks around looking very muscular in denim shorts and sounds very patronizing. But I have to give it to him, his advice is actually spot-on and he's a great communicator.
- **Marc Cornelius** - Shares productivity hacks for PPC marketers. Cool guy!

TOOLS

Some tools to consider checking out.

PPC Monitoring & Optimization

- **PPC.io** - AI-powered platform for automated PPC auditing, insights, and opportunity identification
- **Optmyzr** - AI-driven optimization tool with automated alerts
- **Adalysis** - PPC auditing and optimization platform
- **Revealbot** - Cross-platform automation for social and search

Analytics & Attribution

- **GoogleAnalytics4** - Free analytics with cross-channel attribution
- **TripleWhale** - Attribution platform focused on ecommerce
- **Northbeam** - Marketing measurement platform with incrementality features
- **Stape.io** - Simplified server-side tracking implementation

Competitive Intelligence

- **SEMrush** - Competitor research for paid and organic search
- **Similarweb** - Digital market intelligence platform
- **Adthensia** - Search intelligence focused on competitive landscape
- **BrandTotal** - AI-powered competitive analysis for digital campaigns

Creative Tools

- **Arcads** - AI-powered ad creative generation and testing
- **Pencil** - Video and image ad creation platform

- **Descript** - Audio/video editing with AI transcription
- **Canva** - Design platform with AI features for ad creatives

Landing Page & CRO

- **Unbounce** - Landing page builder with AI features
- **Hotjar** - Visual analytics and user feedback tools
- **Microsoft Clarity** - Free heatmaps and session recordings
- **VWO** - A/B testing and conversion optimization platform

AI Assistants & Research

- **ChatGPT (OpenAI)** - Content creation and research assistant
- **Claude(Anthropic)** - AI assistant with strong reasoning capabilities
- **Perplexity** - AI search engine for market research
- **Midjourney** - AI image generation for creative concepts

Client Reporting

- **Looker Studio** - Free tool for PPC data visualization and reporting
- **Supermetrics** - Data connector for automated marketing reports
- **Agency Analytics** - All-in-one reporting platform for digital marketing
- **Slack + Zapier** - Automated client updates and alerts

Automation

- **Zapier** - Connect marketing platforms with automated workflows
- **Make(formerly Integromat)** - Advanced marketing automation
- **Google Ads Scripts** - Custom automation for Google Ads accounts

THIS IS JUST THE BEGINNING

The **AI era of PPC** isn't a threat, it's seriously a once in a generation shift. It's like our very own industrial revolution.

Some will fight it and get left behind.

Some will adapt and become indispensable.

This is your moment guys. Be practical, be human, develop a fantastic bullshit radar to block out 95% of the AI noise out there, and harness the stuff you can see will actually make a difference.

It's an exciting time to be alive, and if you're in the PPC space the future is bright.

The ultimate truth is this - Online advertising is a ridiculously fast growing industry, and it isn't slowing down.

Where PPC differs from services like SEO or Web Design is that anyone working in PPC is directly aligned with the huge ad platforms that want people to spend money. The huge corporations like Google, Microsoft and Meta are delighted that PPC'ers like us exist to help people spend more money on their ad platforms.

You are the people best positioned to capitalize on growth & change within online advertising, regardless of what technology comes along to disrupt things.

LET'S TALK

If you enjoyed this book and want to talk or connect, you can contact me via:

- Email - stewart@ppc.io
- Or add me on LinkedIn and drop me a note! Search for 'Stewart PPC.io' and you'll find me.