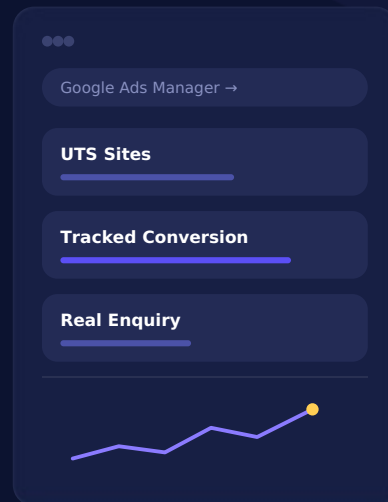


PAY PER CLICK BROCHURE

The Complete Guide to Ads That Actually Convert

A clear, honest look at how we make sure Google and Meta's automation spends your budget on buyers, not just clicks.



6

SERVICES COVERED

No

LOCK-IN CONTRACTS

Audited

CONVERSION TRACKING

Monthly

REVENUE REPORTS

Automation Spends. Has Anyone Checked What It's Buying?

Google and Meta's ad platforms are more automated than they've ever been. Performance Max, Smart Bidding, and Advantage+ now make most of the moment-to-moment decisions that used to take a human hours to manage. That's not a bad thing on its own, but automation is only as good as the instructions it's given, and most businesses never check whether those instructions are right.

Think of it like a new hire who's extremely fast and works around the clock, but does exactly what you told it to do, never what you meant. Tell it the wrong thing counts as success, and it'll keep chasing that wrong thing with total confidence. This brochure explains, plainly, what it takes to manage that new hire well.

1

Performance Max Is a Black Box by Design

It manages bidding, targeting, and placement across Search, Display, YouTube, and Gmail from a single campaign, with far less visibility than older campaign types.

2

Smart Bidding Is Only as Smart as Your Data

It optimizes toward whatever you've told it counts as a conversion. Feed it broken tracking data, and it will confidently spend your budget on the wrong outcome.

3

Automation Can't Fix Broken Tracking

No amount of AI bidding sophistication makes up for a conversion count that's inflated, duplicated, or just wrong from the start.

4

Competition for the Same Clicks Is Fiercer

More businesses are running ads every year, on the same keywords and the same audiences. Standing still with a generic setup gets more expensive, not less.

2024

YEAR GOOGLE ADDED CAMPAIGN-LEVEL PMAX CONTROLS

3

FACTORS THAT SET YOUR QUALITY SCORE

iOS 14.5

THE UPDATE THAT CHANGED META TARGETING

None of this works without someone checking the machine's homework before it spends your money, and reporting back in numbers that actually mean something. That's exactly what the rest of this guide walks through.

Everything Your Pay Per Click Account Needs

A lot of agencies sell bid management and call it a strategy. We don't work that way.

Every account we run stands on all six pillars below, because skipping even one leaves the automation optimizing on incomplete information.



Campaign Strategy & Account Structure

Built around your actual margins and sales cycle, not a generic "more traffic" goal.



Conversion Tracking & Measurement

Audited before launch, so Smart Bidding and Performance Max are optimizing toward real leads, not broken or inflated signals.



Google Ads Management

Search, Shopping, and Performance Max, with campaign-level negative keywords and brand exclusions so automation doesn't cannibalize free traffic.



Meta Ads Management

Facebook and Instagram campaigns built around Conversions API, so tracking stays accurate even after Apple's tracking-permission changes.



Creative & Ad Copy Testing

Ongoing testing of ad copy, images, and video, because on platforms this automated, creative does more of the targeting work than it used to.



Reporting Tied to Revenue

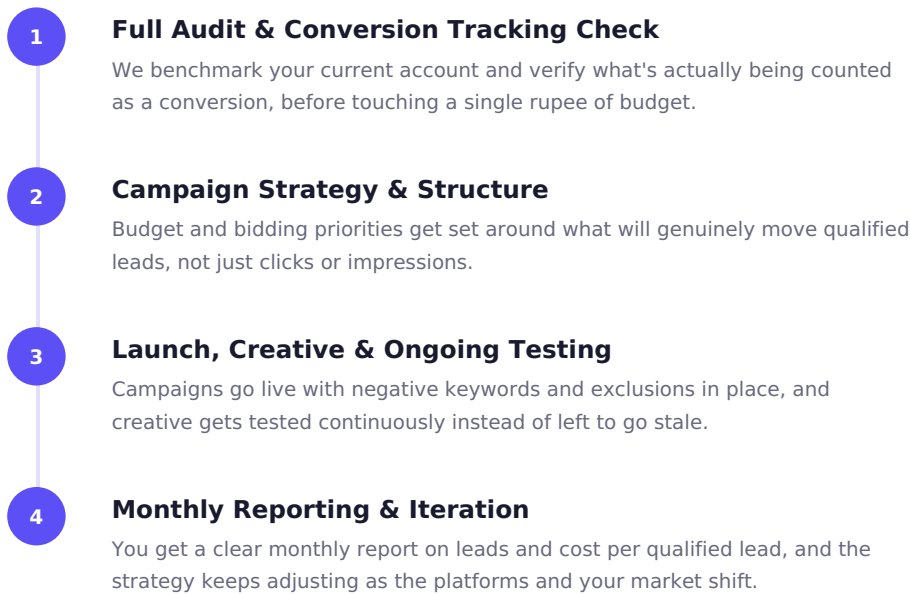
Monthly reports built around leads and cost per qualified lead, with offline conversion data fed back so the algorithms optimize toward deals closed.

ALSO INCLUDED IN EVERY PROJECT, NO EXTRA LINE ITEM

Shopping feed cleanup for product titles and images, incrementality testing on larger accounts to check if ads are creating new business, and Quality Score maintenance across every active campaign.

Our Process, Start to Finish

No guesswork, no unexplained changes to your campaigns, and no report you can't follow. Every step below is data-driven and visible to you as it happens.



CHOOSE YOUR PLAN

Starter

For businesses just getting serious about paid ads for the first time.

- Conversion tracking audit
- Single-platform management
- Monthly reporting

Growth

For businesses ready to run ads across multiple platforms with real strategy behind them.

- Everything in Starter
- Google & Meta Ads together
- Ongoing creative testing

Enterprise

For larger accounts or highly competitive industries.

- Everything in Growth
- Dedicated strategist
- Incrementality testing

Why Businesses Trust Us With Their Ad Spend

Any agency can promise more leads on a sales call. We'd rather just show you what we check before your budget goes anywhere near live traffic.

NO LOCK-IN

No Lock-In Contracts

Leave whenever the results stop making sense. A contract shouldn't be the only reason an account stays with us.

REVENUE

Reporting Tied to Revenue, Not Clicks

You see leads and cost per qualified lead, not a wall of impressions and click-through rates that don't tell you if you made money.

AUDITED

Conversion Tracking Audited First

Before a single rupee gets spent, we check what's actually being counted as a conversion.

ALIGNED

A Fee That Doesn't Reward Overspending

Spending more of your budget shouldn't be the thing that grows our invoice. It usually is, at a lot of agencies.

HOW WE DEFINE SUCCESS

We don't measure an account by clicks alone. Every plan is built around three things that actually matter to a business: whether conversion tracking is actually accurate, whether the leads it counts are real, and whether those leads turn into paying customers. All three get tracked monthly and reported back in plain language.

Tracking

VERIFIED BEFORE BUDGET IS SPENT

Leads

THE ONES THAT ARE ACTUALLY REAL

Revenue

THE NUMBER THAT ACTUALLY MATTERS

Built By People Who Actually Do The Work



UTS Sites started the way a lot of honest agencies do: with frustration at how the industry usually operates. Too many PPC "packages" are sold as automated campaigns nobody outside the agency actually checks on.

We build websites, run SEO and social media campaigns, and manage paid ads for businesses across India, and we run every account the way we'd want one run for our own business: explained plainly, backed by real numbers, and never left to run on autopilot without anyone watching.

"Good PPC management isn't letting the algorithm run. It's checking its work, feeding it accurate data, and reporting back to you honestly every month."

That philosophy runs through everything on the previous pages: the tracking-first approach, the plain-language reporting, the refusal to let automation spend your budget unchecked. It's also why our client relationships tend to run for years, not months.

UTS Sites Team

Web Design, Development & Digital Marketing • India

Before You Get Started

Straight answers to what business owners ask us most often, before signing on for anything.

?

Why does Performance Max feel like a black box?

Because by design, it manages bidding, targeting, and placement across Search, Display, YouTube, and Gmail from a single campaign. We use the campaign-level negative keywords and brand exclusions Google added in 2024 to keep it accountable instead of letting it run unattended.

?

Is Smart Bidding actually smart, or are we just trusting it blindly?

It's genuinely capable, but it's not smart the way a person is smart. It optimizes toward whatever you've told it counts as a conversion. If that definition is wrong, it will spend your budget on the wrong thing with total confidence.

?

How do you actually prove PPC is working?

We report on leads and cost per qualified lead, not impressions and clicks. Where possible, we connect ad spend to your CRM so you can see which campaigns actually produced customers.

?

Do you lock us into a long-term contract?

No. An account should stay with us because it's working, not because a contract makes leaving expensive.

?

What's the difference between Google Ads and Meta Ads for my business?

Google Ads catches people actively searching for what you sell. Meta Ads reach people based on interests and behavior before they're searching. Most businesses end up using a mix.

?

Can I switch plans later?

Yes. Most clients start on Starter or Growth and scale up naturally as results compound and the account grows.

?

What if my industry is highly competitive on ads already?

That's exactly where the Enterprise plan and a dedicated strategist earn their keep: tighter tracking, sharper creative testing, and closer attention to every rupee of spend.



READY TO TAKE THE NEXT STEP?

See Where Your Ad Spend Is Actually Going

Get a free PPC audit and a clear, honest picture of what's working and what isn't. No guesswork, and no pressure to sign anything.

EMAIL

support@utssites.com

PHONE

+91 98969 91330

WEBSITE

utssites.com

ALSO EXPLORE OUR OTHER SERVICES

Search Engine Optimization

Social Media Management

Online Reputation Management

Website Development

Digital Marketing

Content Marketing

Web Design

Logo Design