

Trade**Secrets**



Balancing Technology with
Human Intervention
for successful PPC

The case for technology and automation

- Improve campaign performance and measurement
- Monitor competition
- Manage highly complex campaigns with millions of keywords and thousands of different ads
- Near real-time reporting
- Automated brand protection
- Complex data organised into useable reports
- Allows campaign managers the time to focus on generating insights from data and developing strategies to improve overall performance

BUT

- Technology is only as intelligent as the person running it
- Technology is only as good as the data that is input
- To get meaningful actions and insights from the data you need to ask the right questions - so you need a real person who's an expert
- "Computer says no" - be wary of technology that delivers outcomes that cannot be explained (black box syndrome)

Ultimately, our view is that performance and differentiation comes from combining robust technology with intelligent configuration and insightful interrogation from expert paid search analysts.