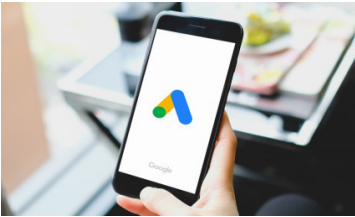


Google Ads

Why Invest in Google Ads?

Largest search platform with more than 3.5 billion searches everyday



Get in front of the customers when they are searching for business like yours on Google search and Maps

Go Global, or stay local. You decide where and how you would like to show your Ads.

Start as low as AED3 per day and set your monthly spending cap and adjust or pause your spending anytime.



Google might show your Ad to thousands of potential customers but **you will pay to Google only when someone clicks your Ad**

Google Ads are considered **very powerful** compared to other Social media Ad platforms because it is highly probable that a person searching for a specific product or service on Google might be either planning to buy the products or seeking more information about the products to purchase at a future date.

Since Google collects huge amounts of Data from its online services (**Google.com , Youtube, Gmail, Android , Chrome browser etc**) their Ads are targeted to the most relevant potential customers



Google Ads gives you instant results unlike SEO which might take several months. However since SEO has several long term benefits we recommend you use your experience with **Google Ads** to fine tune your SEO strategy.

Google has one of the **most advanced Artificial Intelligence and machine learning systems** which Google leverages to benefit advertisers using Google ads. Because Google knows that a person will continue to invest in Ads only if he sees **Results** (Also known as ROAS (Return on ad spend))



You can show **Google Ads** to people searching for your competitors products or alternatives products. For example if you are selling Dewalt hammers you can set up your Ads to be shown every time when a person searches for Stanley hammers.

You can use **Google Ads for International expansion of your business** as you can show your Ads in any number of countries you desire.



Try it today:
<https://ads.google.com/home>

Watch this 5mins video to learn more:
<https://youtu.be/NV4DCdyLNgu>

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