Pay-per-click (PPC) advertising is a highly effective way for businesses to drive targeted traffic and generate leads quickly. By bidding on keywords relevant to your business and creating compelling ad copy, you can attract potential customers to your website and encourage them to take action, whether it's making a purchase, signing up for a newsletter, or requesting more information. With platforms like Google Ads and Facebook Ads offering sophisticated targeting options and robust analytics, businesses can track the performance of their PPC campaigns in real-time and optimize them for maximum ROI.