



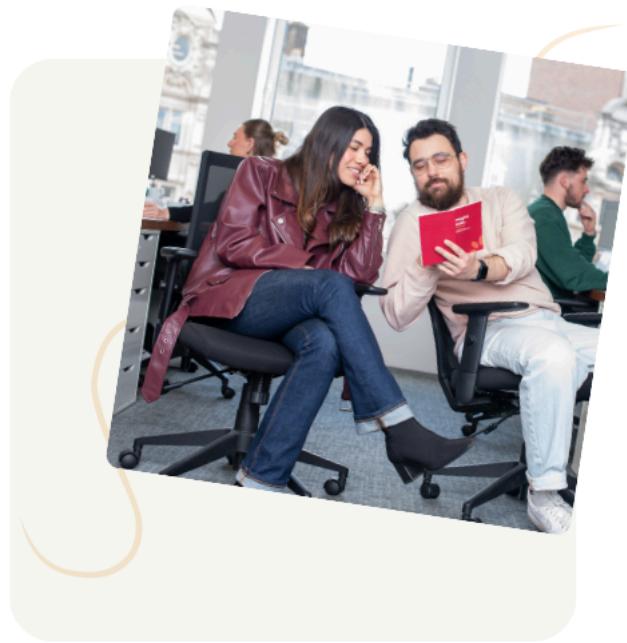
REVIEWED ON

28 REVIEWS

## Award-winning PPC Agency,

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We are one of the leading PPC agencies in London, and we're here to deliver performance-focussed campaigns that generate leads and sales for your business.

[Get in touch](#)


### Why use Passion Digital for your PPC?

We deliver PPC campaigns through, creative and critical thinking, all powered by AI.

With more than a decade of experience across various industries, our PPC agency experts will boost brand awareness, drive website traffic, generate leads and increase sales. With precise targeting options and customisable ad formats, our team of pay-per-click experts will help you reach your ideal audience at the right time and place.

Whether you wish to concentrate solely on Google and Bing or extend your campaigns to other search engines like DuckDuckGo, we actively search for opportunities to align with your specific target audience.



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Exceptional customer support and transparent communication are at the heart of our services.

**What does this mean for you?**

- ✓ Real-time visibility into what matters most
- ✓ Direct access to the people doing the work
- ✓ Proactive partnership, not reactive support
- ✓ Responsive support when you need it
- ✓ Transparent communication

The difference between mediocre and exceptional isn't the budget, it's the strategy.

**What will our approach get you?**

- ✓ A team that understands your business as if we were part of your team
- ✓ Research that uncovers opportunities your competitors miss
- ✓ Creative that converts, not just looks pretty
- ✓ Continuous optimisation that keeps you ahead of the curve
- ✓ Comprehensive monitoring across Google Tag Manager, Analytics, and conversion tracking

Deep expertise that delivers measurable outcomes.

**What should you expect when working with us?**

- ✓ Proven expertise that moves your business forward
- ✓ Transparent pricing with no hidden surprises
- ✓ Tailored strategies built on real-world results
- ✓ Flexible investment models that work for your budget
- ✓ Measurable outcomes you can take to your board

“ ”

The team has been patient, supportive, and helpful, providing us with insight to our needs and flexible in their meetings. The team holds weekly

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**Anonymous**

Executive



## Our PPC Services.

### 1.

#### Paid Search Management

Paid search management is all about maximising visibility and conversions on search engines like Google and Bing. We use data-driven insights to ensure your ads appear at the right time, in front of the right audience, for the right cost. Our expert team optimises bids, keywords, and ad copy to drive high-intent traffic, making every pound spent work harder for your business. The result? More leads, sales, and a greater return on investment.

### 2.

#### PPC Consultancy

If you already run PPC campaigns but need expert guidance to elevate performance, our PPC consultancy service provides strategic insights tailored to your business goals. We audit existing accounts, identify missed opportunities, and recommend actionable improvements. Whether it's restructuring campaigns, improving Quality Score, or refining targeting strategies, we help you unlock the full potential of your paid media efforts.

### 3.

#### App Downloads Campaigns

Getting your app into the hands of the right users is about more than just visibility – it's about quality installs that lead to engagement. Our app download campaigns focus on user acquisition through platforms like Google Ads, Apple Search Ads, and social channels. We optimise for installs, in-app actions, and lifetime value, ensuring that your marketing budget is spent on users who will actually use and love your app.

### 4.

#### YouTube and Video Campaigns

Video is one of the most engaging ways to reach your audience, and YouTube viewers. From TrueView ads to bumper ads and in-stream placements, we action. Whether you're looking to increase brand awareness, generate leads, or reach the right people at the right time.

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For eCommerce brands, **Google Shopping** is a game-changer. These visually rich, product-focused ads put your inventory in front of high-intent shoppers searching for exactly what you sell. We optimise your product feed, bidding strategy, and campaign structure to increase visibility and conversion rates, helping you sell more while keeping your cost per acquisition in check.

## 6.

### Display and Remarketing Campaigns

Brand awareness and customer retention are key drivers of long-term success. **Display and remarketing** campaigns keep your brand top-of-mind, whether you're reaching new audiences through visually engaging banners or re-engaging past visitors who didn't convert the first time. We create highly targeted campaigns that drive conversions by reminding users why they should choose you over competitors.

## 7.

### Performance Max Campaigns

Performance Max takes automation to the next level, allowing you to advertise across Google's entire inventory with a single campaign. Using AI-driven targeting and bidding, we help you reach the most valuable customers across Search, YouTube, Gmail, Discover, and Display. Our approach combines creative strategy with performance insights to deliver maximum impact with minimal complexity.

## 8.

### Demand Gen Campaigns

Demand Gen campaigns focus on generating interest and nurturing leads before they're ready to convert. Using a combination of display, video, and social placements, we position your brand in front of potential customers early in their journey. The goal? Build awareness, spark engagement, and drive future demand, ensuring your business remains front and centre when the time comes to buy.

### Passion Digital Reviews 4.6

28 reviews

Powered by

4.5

"Their honesty, determination, diversity, and flexibility are impressive."

Director of Audiences, Rambert

Verified Review

5.0

"They were very responsive, communicative, and helpful."

Product Marketing Manager, Network & Security Services Co

Verified Review

4.5

"They manage our project well, and our monthly deliverables are always delivered on time."

Digital Marketing Manager, Business Travel Company

Verified Review

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Passion is a leading PPC agency focused on max advertising platform.



both ours and yours. This transparent approach is critical to attaining the best results possible.

## We're a team of PPC strategists who combine insight and data with channel expertise.

With vast experience in digital advertising, we find new ways to maximise your campaign performance and stand out. We value collaboration and flexibility, taking on your challenges as our own and quickly adjusting strategies as needed.

## We're looking at the future.

The future of PPC is evolving with AI-driven optimisation. Machine learning algorithms, automated bidding strategies, and innovative campaign management are changing how advertisers reach their audiences. We optimise for performance marketing automation and AI-powered campaign assistants, ensuring your brand achieves maximum ROAS in new AI-powered advertising ecosystems.

[Get in touch](#)

## PPC case studies.

E-commerce Food  
Drink Brand  
UK



**Reaching a ROAS of 3.6 and an increase 30% in Average Order Value**

[See how we did it](#)

**Increasing lead volume by +1,420%**

[See how we did it](#)

**We work with brands that want to dominate the SERPs and beyond.**



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## Meet the PPC Team.


**Ben Miller**

Paid Media Account Director

**Carolina Abaunza Moreno**

Paid Media Account Manager

**Christopher Watson**

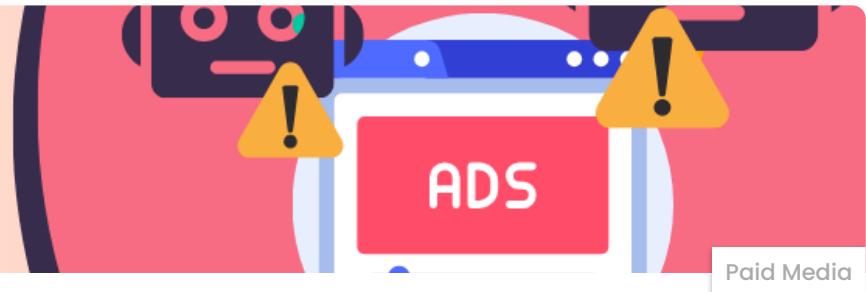
Head of Paid Media

**Demi**

Paid M

## Latest PPC insights.

### How to Detect and Prevent Invalid Traffic



Paid Media

Euan Baird 6 minutes

#### Invalid Traffic: The Hidden Threat Draining Your Google Ads Budget (and How to Stop It)

Invalid traffic is costing advertisers billions every year, yet many are unaware of its impact on performance. Whether it's bots, accidental clicks,...

Freddie Warner

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#### Ace Black Friday PPC Advertising – Infinity Insights

Black Friday is one of the biggest dates in the retail diary and one of the most PPC budget-hungry ones, too! Last...



Future Of Paid Search

Passion Digital 11 minutes

## How Is AI Changing the Future of Digital Marketing? Google Search and AI: The Future of Paid Search

Unless you've been living under a rock for the past year, you will be aware of ChatGPT and its meteoric rise to...

### Got more questions about our PPC services?

How much experience do you have managing Pay-Per-Click (PPC) campaigns?

How would you efficiently manage and optimise my PPC budget?

How do you handle communication and collaboration with clients?

Does your PPC agency handle campaigns on YouTube?

How quickly can we see results from PPC activity?

How frequently do you review and optimise campaigns?

How does Performance Max work?

In what ways can PPC help a business achieve its goals?

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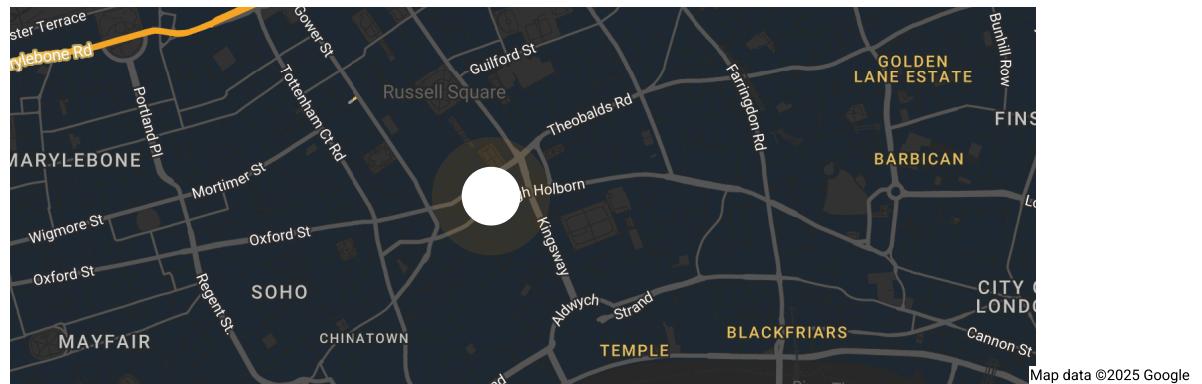
#### Ready to speak to one of our

Let's discuss your goals and challenges over a quick email or call.



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Your email here... >



4th Floor, Holborn Tower, WC1V 6PL, London

[enquiries@passiondigital.co.uk](mailto:enquiries@passiondigital.co.uk)

[02034321360](tel:02034321360)



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