



## WordStream Internet Marketing Software

 > PPC



Mon - Fri 9 a.m. - 5 p.m. (EST)

**855.967.3787**

International: +1.617.963.0555

### WordStream for PPC

#### Drive More Profits Through PPC!

Get Started with WordStream's Powerful PPC Platform Today

**SCHEDULE DEMO**

**FREE TRIAL**

(No Credit Card Required)

#### How does your AdWords performance measure up?

Get a free, instant report with the WordStream AdWords Performance Grader

**Get Graded Today >>>**

### PPC - Achieve More Efficient Pay-Per Click (PPC) Marketing

**PPC** ([pay-per click](#)) search marketing software offers a means for accomplishing two core requirements for PPC optimization:

- **PPC Automation** - While it would be impossible (and inadvisable!) to automate every aspect of [pay-per-click advertising](#), automating away redundant, time-consuming tasks affords you a means of increasing productivity. Often, this means being able to produce an amount of work that would otherwise have been unachievable for you and your business.
- **PPC Management** - [PPC management](#) refers to the maintenance and prioritization of [paid search](#) marketing tasks. Being able to oversee various aspects of your account while assigning each item on a seemingly endless to-do list an appropriate value can make or break an [online ad campaign](#).

WordStream's [PPC software](#) is specifically designed to aid in these two [PPC search engine](#) marketing areas. This page will show you both the processes the software is automating for you, and the best course of action to take where workflow is concerned.



#### Drive More Profits Through PPC - Try Our Platform FREE

Get instant access to WordStream's innovative **Quality Score** and **Account Management** tools through our **FREE 7-day Trial**. Risk Free, No Credit Card Required and No Automatic Sign-ups.

**Get Started Today!**

### Automation And Your PPC Search Campaign

Creating an effective [AdWords campaign](#) for search requires a mass of time and effort. WordStream is built to help productize [pay-per-click campaign](#) labor while recognizing that only certain tasks should be automated for you. Rather than being a