Ads Management

Where marketers connect with scientific minds

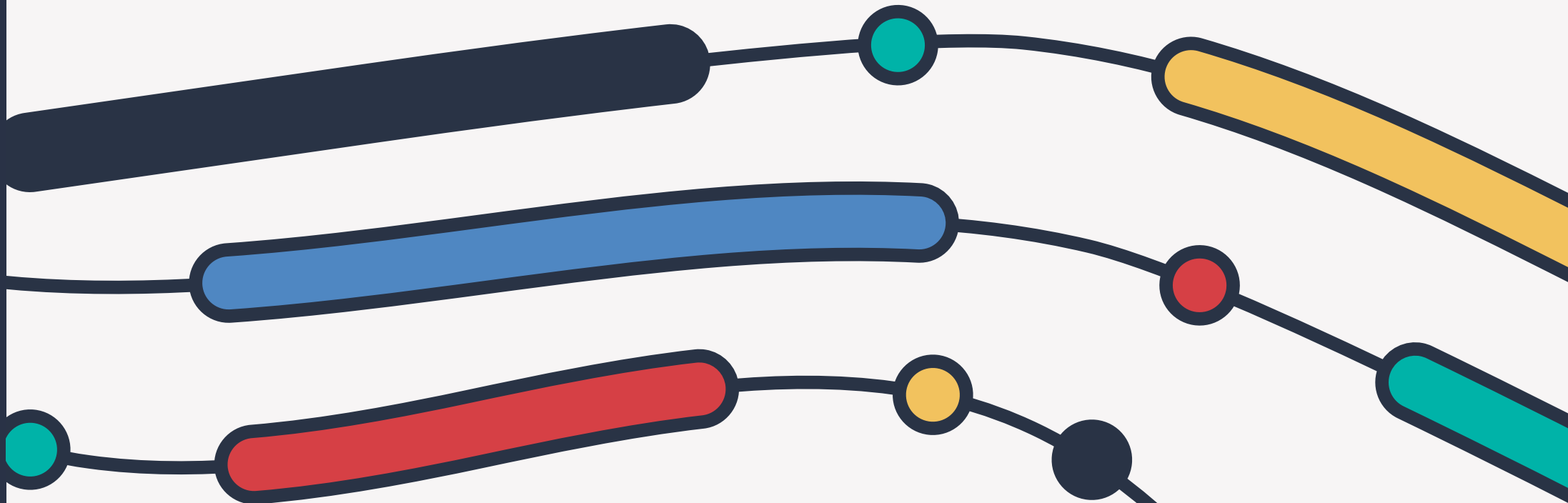
REACH NEW AUDIENCES, GENERATE BETTER LEADS

AZO NETWORK

Ads Management

Ads Management helps you get more from your paid search investment through smart strategy, structure, and continuous optimization. At AZoNetwork, we focus on efficiency, reducing wasted spend while increasing clicks and overall campaign performance.

Unlike many providers, we charge a flat management rate, not a percentage of your ad spend, ensuring your campaign works where it should: driving results. Our experts manage every step, from keyword research and competitor analysis to ad creation, testing, and bid management. Each campaign is carefully designed to target the right audience at the right time, delivering measurable impact with full transparency and ongoing optimization.

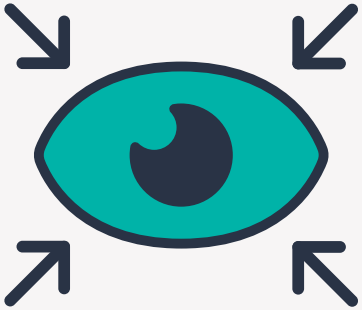


Why Ads Management?

AZO NETWORK

Maximize ROI

Get the most from every click. Our data-driven approach focuses your budget where it performs best, reducing wasted spend and increasing conversions through continuous testing and optimization. Every adjustment is made with measurable results and long-term value in mind.



Stay Visible

Keep your brand front and center when it matters most. Paid search ensures you appear across Google and Bing at every stage of the buying journey, from discovery to decision, driving consistent visibility and awareness.

Save Time And Resources

Managing paid campaigns is complex and time-consuming. We handle everything from setup to performance analysis, freeing your team to focus on strategy while we deliver the clicks and results.

Ads Management Package

Ad-Types Available:

- Search Ads
- Display Ads (Client to supply assets)
- Video Ads (Client to supply assets)

Platforms Available:

- Google
- Bing

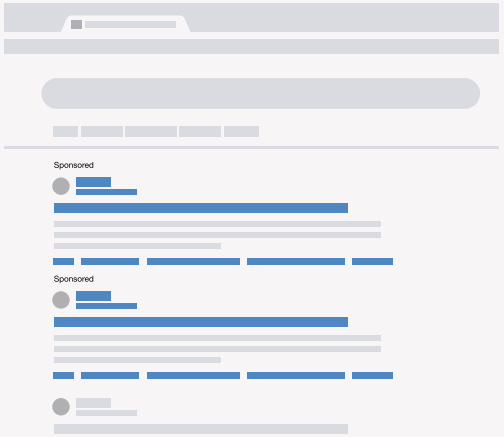
Process

1. **Keyword Research**
2. **Ad Drafted & Sent for Approval**
3. **Edits made & Ad is Published**
4. **Ad Maintenance**

Package

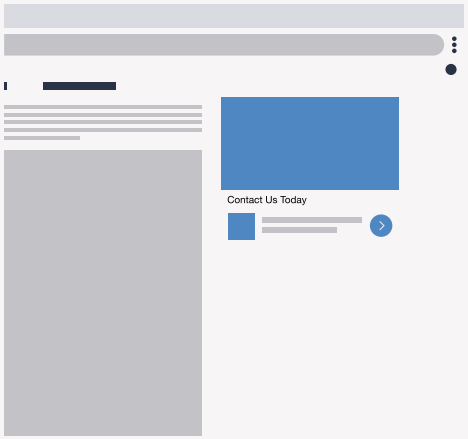
- Keyword research
- Competitor analysis
- Ad copywriting
- Ad creation, publishing, and maintenance
- Bid management
- Ads analysis and improvement
- On-page recommendations
- Goal/conversion management and optimisation
- Monthly reporting via AZoIntel

Ads Management Examples



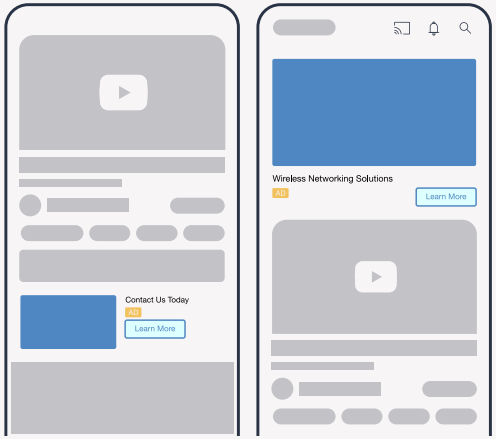
Search Ads:

Text-based ads appearing in Google or Bing results, targeting users actively searching for your products or services.



Display Ads:

Visual, banner-style ads are shown across millions of websites and apps, ideal for driving awareness and retargeting interested audiences.



Video Ads:

Engaging campaigns that play across major platforms and partner sites to boost reach and recognition.

Ads Management Reporting

Your paid advertising, made effortless. With AZoIntel, all your ad performance data is integrated into one clear, easy-to-use dashboard. See your key metrics (clicks, impressions, conversions, CTR, average CPC, and total spend) at a glance, without needing to log into multiple platforms or sift through complex reports.

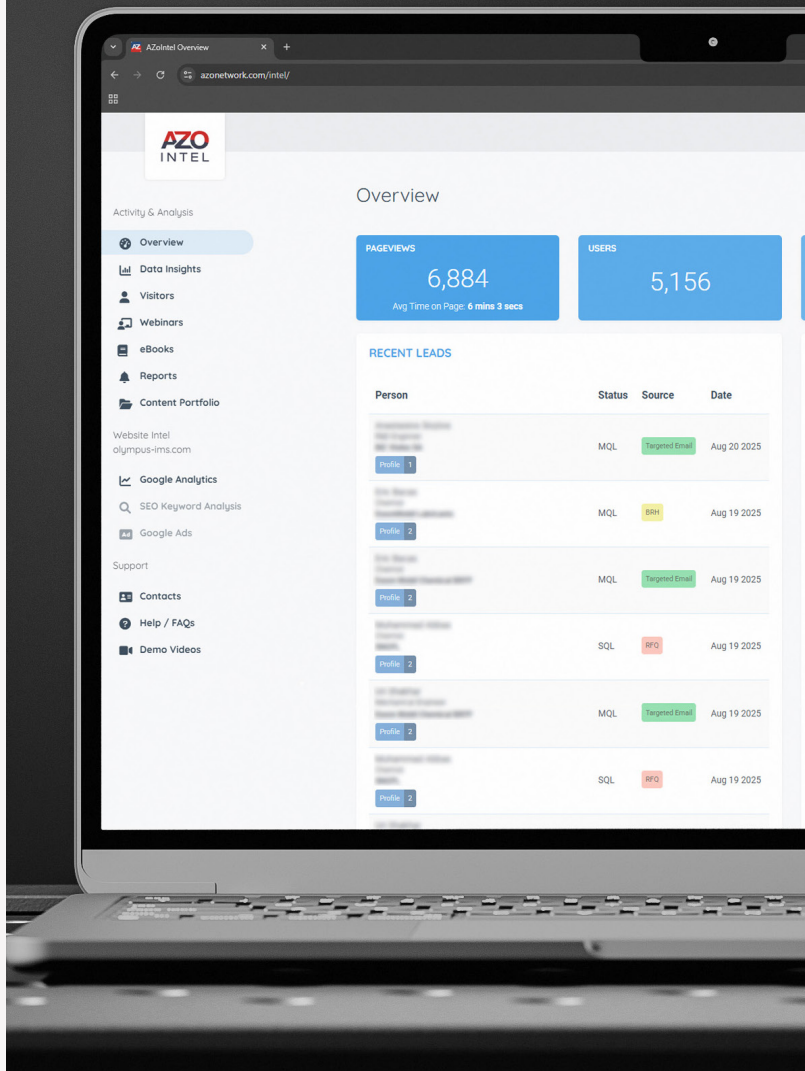
Each month, you'll receive an AZoInsight highlighting performance trends, optimizations made, and next steps. You can also export data instantly to PDF for quick sharing with your team or stakeholders.

Campaign Insights

Get full visibility into how your campaigns are performing. AZoIntel breaks down performance by keyword, ad, ad group, and campaign, helping you see which areas are driving the strongest results. Interactive visualizations, including heatmaps, trend graphs, and budget vs. spend tracking, enable you to easily identify opportunities, assess efficiency, and understand campaign performance at a glance.

Simplified Management

We handle the analysis so you can focus on everything else. From interpreting data to identifying new strategies, your account manager turns complex metrics into clear, actionable insights that inform better decisions, without adding more to your workload.



Ads Management Case Studies

Extronics

“The Google Ads strategy has not only seen over 100 confirmed leads through the website’s contact forms, but the AZo team has helped us to understand our targeting and performance.”

Strongwell

“Unlike most advertisers, AZo doesn’t just want to publish ads so they can collect payment; they genuinely aim to work with you to improve year over year”

Bruker

“We previously didn’t have a great understanding of Google Ads and we weren’t able to update or edit successfully. The web services team has given us more of an understanding of Google Adwords and have added additional value to the program.”

Ready to Get Started?

Check our rate card for pricing, or make an enquiry and tell us what you're trying to achieve.

Curious what else is on offer? The AZoNetwork Product Overviews cover our full range, browse and see what fits.

View the Rate Card

Make an Enquiry

Discover Our Solutions