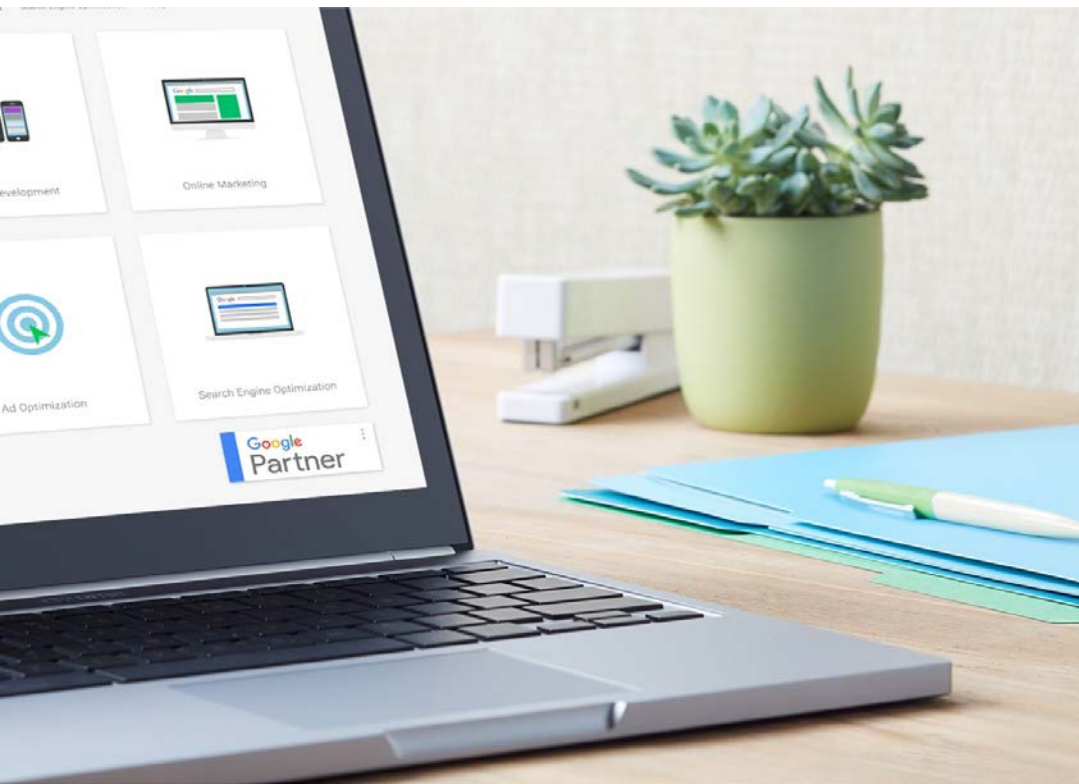


# Google Partnership





- ✓ In depth Industry Report
- ✓ Suggested Investment and ROI
- ✓ Campaign suggestions & Best Practice
- ✓ Technical Support
- ✓ Account optimization
- Trained and Adwords certified staff

# Industry Report

## Search trends

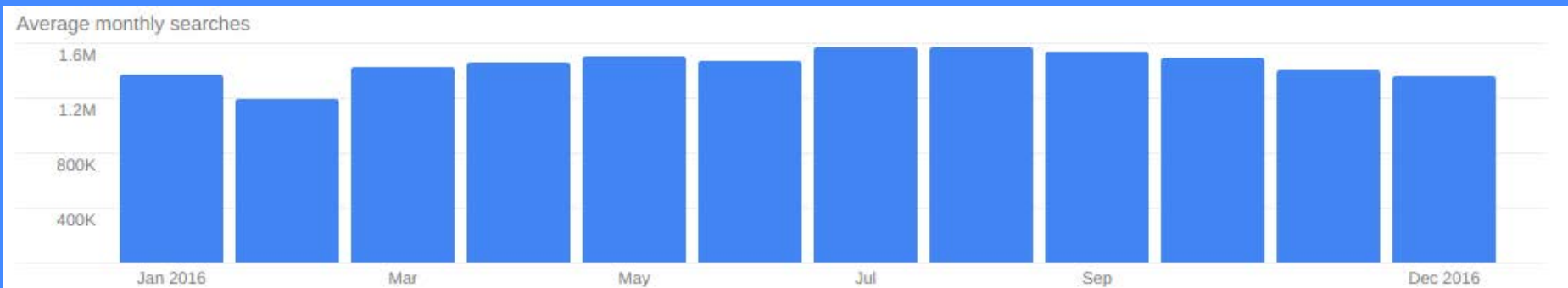


Wasp's nest and insects in summer



Little or no search's over winter

## Search Volumes



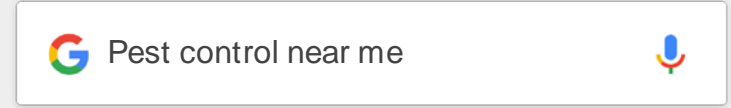
Keyword  
Recommendations

Exterminator

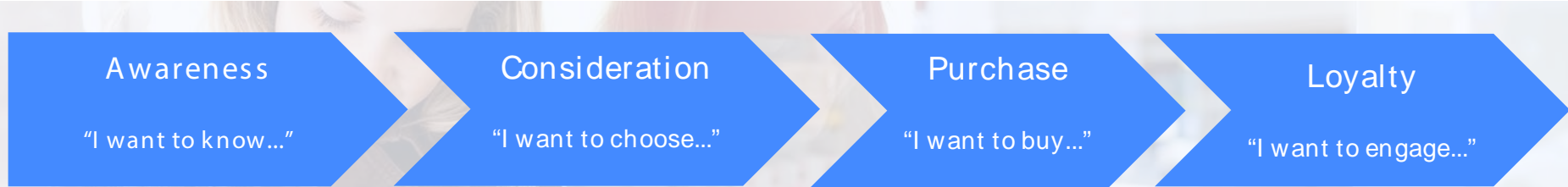
Rodent Control

Termite Control

Pest Control Services



# Google Network Recommendations and Insights



Google Display Network  
YouTube  
YouTube

Google Search  
Google Display Network  
YouTube

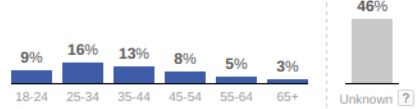
Google Search  
Google Display Network  
YouTube  
Gmail

Google Search  
Google Display Network  
Gmail

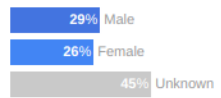
# Display Network Reach volume and Recommendations

200M – 250M Cookies    10B+ Impressions

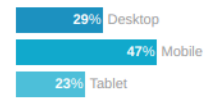
Age



Gender



Device



**Topics:** Pest Control

Topics: Home & Garden > Pest Control, Home & Garden > Garden

**In-market audiences:** Pest Control

Interests: Home & Garden > Home & Garden Services > Pest C

**Sites/Channels 1**

Sites: bedbugger.com (Bedbugger FORUMS, Bottom center), bedb



# Industry Report

Search trends

Avg CPC

£5.68

Avg CTR

2.83%

Avg Daily  
Budget

£400

Avg Daily  
Spend

£400

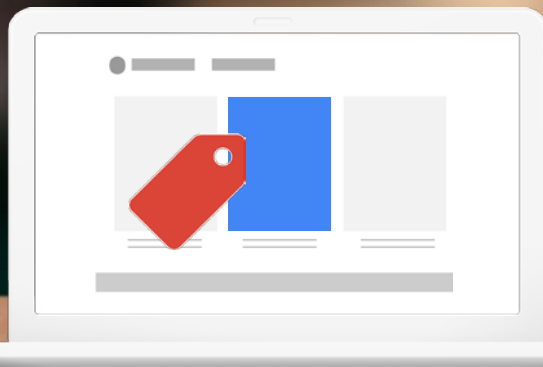
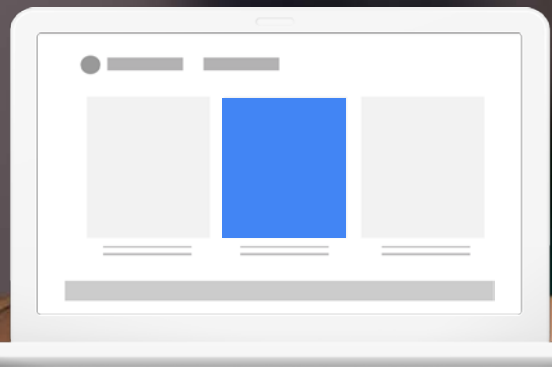
Avg  
Conv/Rt

2.85%

Avg  
Con/Cost

£250

Account Optimization





# Other benefits ...

**Tech Support**

**Beta  
Products**

**Trained &  
Certified  
Staff**

# Thank you!