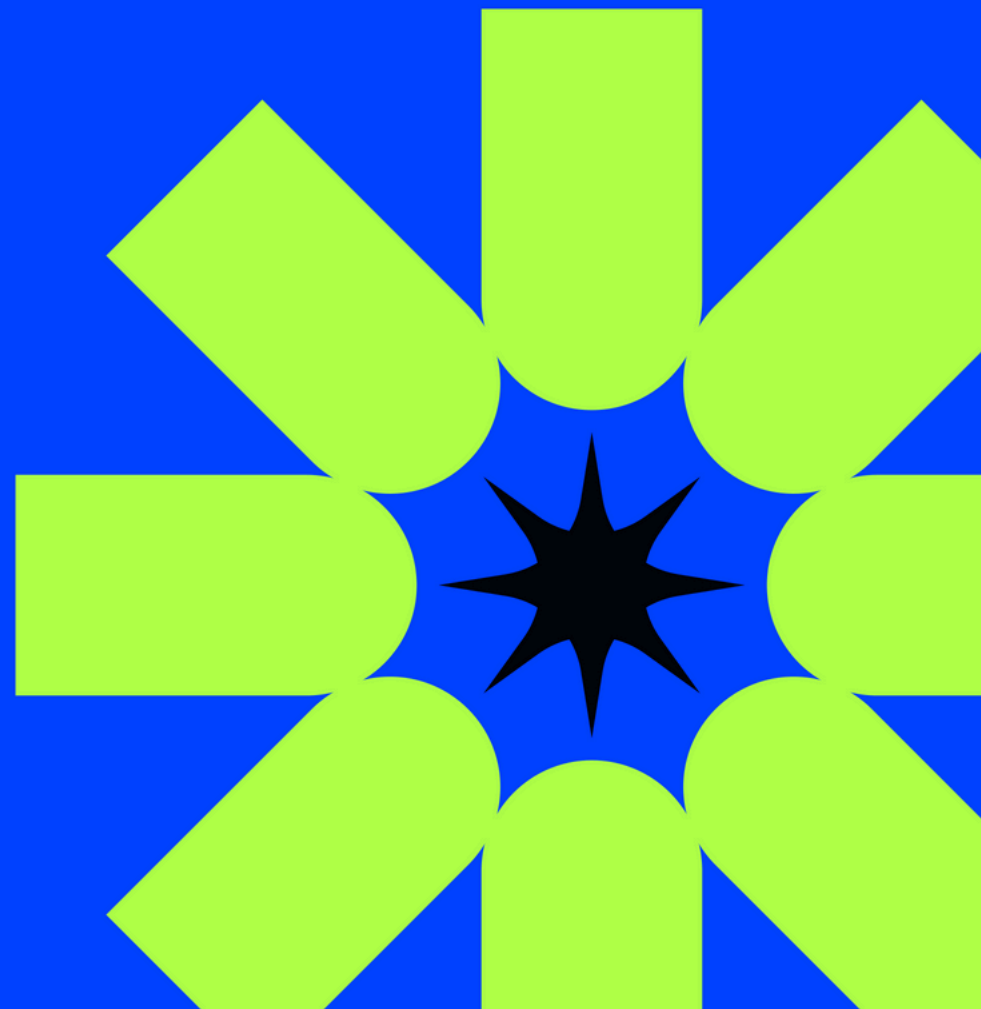


# Onam is here!

Are you planning  
a campaign?

Here's a quick guide to leveraging  
PPC campaigns during the festive  
season



# Campaign Optimization


## Keyword Research

Here's a quick guide to leveraging PPC campaigns during the festive season



Hey, John!

You've got some new tasks to do



Atomic Graphics Ltd. is now incorporated and ready for business! We now need you to sign the post-incorporation documents.

[Get started](#)



Net sales  
£19,750 ↑ 15%



Invoices [CREATE INVOICE](#)

Awaiting	Next 7 days	Overdue
£42,225	£2,525	£0

 Grab Studio INV-202402-204	£4,200 Due by 4 Aug. 2024
 Google Asia Pacific Pte. Ltd INV-202402-206	£2,400 Due by 21 Jul. 2024

## Ad Copy Optimization



Create compelling ad copy  
that aligns with the festive spirit  
and highlights special offers



# Landing Page Optimization

Ensure landing pages are relevant, fast-loading, and optimized for conversions



# Budget Allocation

Increase budgets during peak shopping periods and adapt as needed



# Bidding Strategies

Implement dynamic bidding strategies to adjust bids based on real-time performance

