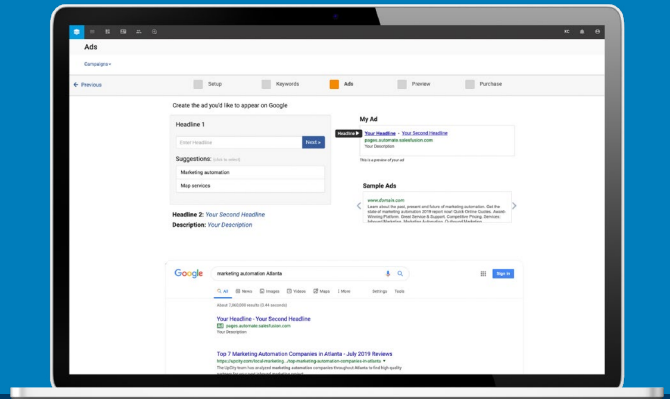


# Extend Your Reach with Sugar Market



Google Ads is an online advertising tool that helps you connect with customers by serving your ads on search when prospects are looking for your brand or terms related to your business. You only pay for these ads when people actually click on them.

## WHY CHOOSE SUGAR MARKET FOR ADS?

Sugar Market puts effective paid search advertising in reach for small to mid-sized marketing teams by eliminating the cost of third-party experts and reducing the time spent managing campaigns.

Marketers must understand the intricacies of conversion tracking, account structure, match types, bidding, and ad auctions to effectively drive conversions at a reasonable cost with Google paid search campaigns. Although Google Ads is an incredibly powerful tool, it can be difficult to see success without the right tools and expertise. Sugar Market for Google Ads simplifies all of these complexities by allowing you to launch Google paid search campaigns in minutes. By providing an intuitive platform that relies on AI for campaign optimizations, Sugar Market for Google Ads empowers small to mid-sized marketing teams to grow their business without hiring paid search experts.

- ▶ Paid search visitors are 50% more likely to make a purchase than organic visitors.
- ▶ For every \$1 spent on Google Ads, businesses earn an average revenue of \$2.
- ▶ Google reports that search ads can boost brand awareness by as much as 80%, making consumers more likely to remember your brand and interact.



### ADVERTISE WITH CONFIDENCE

Establish confidence that your advertising pixels are firing with a seamless integration with Sugar Market's Page Builder feature.



### CREATE CONVERSION-DRIVING CAMPAIGNS

Use an intuitive approval process with simple thumbs up or thumbs down icons to rate keywords and rely on AI to gather keywords and monitor bids.



### LAUNCH GOOGLE AD CAMPAIGNS IN MINUTES

Pick a landing page, write your ads, and launch optimized ad campaigns that drive leads.



### ROI TRACKING

Gain visibility into overall ad campaign spend and performance with the flexibility to take a deep dive into keyword rankings, costs, and individual ad performance.

Request a demo of Sugar Market automation platform, and get started using a single, intuitive tool for all of your digital and demand generation campaigns.

[REQUEST DEMO](#)

