



# The smartest way to work with PPC Ads

## Better, Easier, Faster!

PPC Ad Editor, INC. (Delaware C-Corp)  
Founded in January 2020  
Industry: Software as a Service (SaaS)

### ***PPC Ad Editor Confidential***

*This deck is proprietary to PPC Ad Editor and its content cannot be used without explicit permission from PPC Ad Editor.*

# Introduction

---

- PPC Ad Editor and its intelligent workflows is the first all-in-one SaaS (Software as a Service) platform that streamlines the creative campaign process: Creating campaigns works **better**; Collaborating on revisions, approvals, and compliance is **easier**; Going from ideation to launch is **faster**.
  - ***First of its kind*** in the ad creation, pre-launch, and approval process of paid search campaigns
  - Subscription based model offering different tiers differentiated by features and user seats
  - AWS (Amazon Web Service) Secure Cloud
  - Currently available with Google Ads integration (other integration ex. Facebook, Bing, etc. on the roadmap)
- Target clients:
  - Marketing agencies of all sizes worldwide (~550K)
  - US Small Medium Businesses (up to 250 employees), top 7% with online advertising spend of \$1MM+ (~2MM companies)
  - Larger enterprises worldwide (~1MM companies)
- **Beta version launched on June 30<sup>th</sup>, 2020 - Approximately 1,000+ customer subscriptions after 3-months**
- **Product launch scheduled for February 15th 2021**

# Meet our Team

---



## Charles Sayasith – Chief Executive Officer

- Charles has 20+ years of consulting experience across a few industries, including financial services, communication & high tech, energy & utilities, and automotive. His domains of expertise revolve around AI/Cognitive, advanced analytics, business & digital/IT strategy and transformation, IT operating model and cost reduction.
- Charles is an MBA graduate from the Kellogg School of Management, Northwestern University, and also holds an engineering degree in Computer Science.

# Meet our Team

---



## Albert Somlith – Chief Marketing and Product Officer

- Albert has been a leader in the digital marketing arena for over 15 yrs., consulting with key stakeholders in order to optimize their digital marketing efforts in PPC/SEO, social media and mobile.
- Albert also holds a business degree from Cal State Fullerton.

# Meet our Team

---



## Patricia Chamroonrat – Senior Vice President Customer Success

- Patricia has over 20 yrs. of experience in higher education with a focus in web development, branding, marketing, and communications. She believes in and supports forward-thinking organizations.
- Patricia holds a BS in communications from Cal Poly Pomona.

# Meet our Team

---



## Ken Kesaji – Senior Vice President Strategy

- Ken has been in numerous leadership positions running program management departments for multi-million dollar programs for over 14 yrs. In the aerospace industry.
- Ken is also a form US Army Captain and has an MBA from Pepperdine University and a BA in Finance from Creighton University.

# The pain faced by ad managers and agencies today



## Three key pain points

### #1 Creating ad campaigns is a tedious manual process

- a) Ad campaign is created using a spreadsheet
- b) This spreadsheet must be shared and is the only means for clients to review and comment on the ad campaign
- c) It is very difficult to preview the ad campaign
- d) It is a manual process to enter data from the spreadsheet into Google Ads\*



*\*Support of Facebook, Bing, Instagram, etc. are on PCADE's roadmap*

# The pain faced by ad managers and agencies today



Sample excel spreadsheet currently used by ad agencies for over the past 20 years!

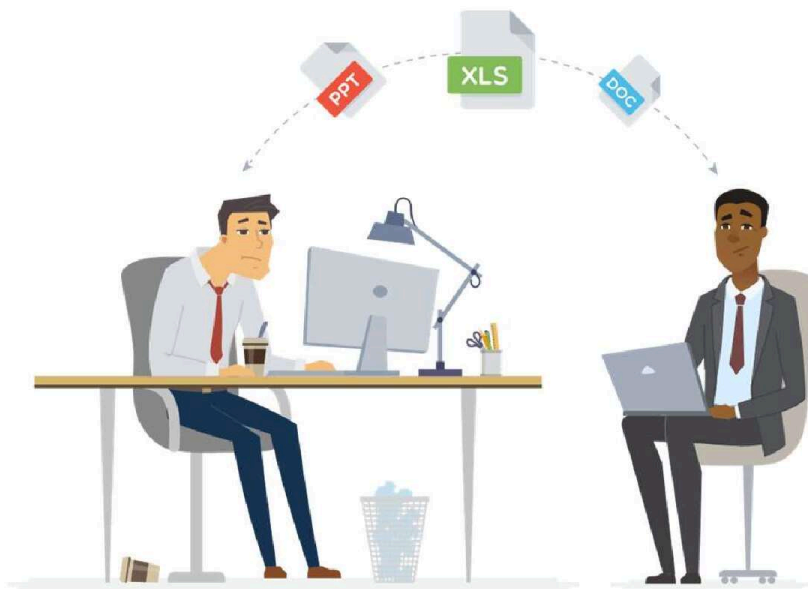
Ad copy -		Ad Group	Keywords
<p>Treat High Cholesterol Get the Facts About a Treatment That Helps Lower Bad Cholesterol <a href="http://treating-cholesterol.com">treating-cholesterol.com</a> Callout 1 - Callout 2 - Callout 3</p> <p>Deep link 1      Deep link 2 D1 - Description 1   D2 - Description 1 D1 - Description 2   D2 - Description 2</p> <p>Deep link 3      Deep link 4 D3 - Description 1   D4 - Description 1 D3 - Description 2   D4 - Description 2</p> <p>Treat High Cholesterol   <a href="http://treating-cholesterol.com">treating-cholesterol.com</a> Get the Facts About a Treatment That Helps Lower Bad Cholesterol <a href="http://treating-cholesterol.com">treating-cholesterol.com</a> Callout 1 - Callout 2 - Callout 3</p> <p>Deep link 1      Deep link 2 D1 - Description 1   D2 - Description 1 D1 - Description 2   D2 - Description 2</p> <p>Deep link 3      Deep link 4 D3 - Description 1   D4 - Description 1 D3 - Description 2   D4 - Description 2</p> <p>Treat High Cholesterol <a href="http://treating-cholesterol.com">treating-cholesterol.com</a> Get the Facts About a Treatment That Helps Lower Bad Cholesterol Callout 1 - Callout 2 - Callout 3</p> <p>Deep link 1      Deep link 2 D1 - Description 1   D2 - Description 1 D1 - Description 2   D2 - Description 2</p> <p>Deep link 3      Deep link 4 D3 - Description 1   D4 - Description 1 D3 - Description 2   D4 - Description 2</p>		<p>High Cholesterol Facts Discover A Treatment Option For High LDL Cholesterol. Learn More. <a href="http://treating-cholesterol.com">treating-cholesterol.com</a> Callout 1 - Callout 2 - Callout 3</p> <p>Deep link 1      Deep link 2 D1 - Description 1   D2 - Description 1 D1 - Description 2   D2 - Description 2</p> <p>Deep link 3      Deep link 4 D3 - Description 1   D4 - Description 1 D3 - Description 2   D4 - Description 2</p> <p>High Cholesterol Facts   <a href="http://treating-cholesterol.com">treating-cholesterol.com</a> Discover A Treatment Option For High LDL Cholesterol. Learn More. <a href="http://treating-cholesterol.com">treating-cholesterol.com</a> Callout 1 - Callout 2 - Callout 3</p> <p>Deep link 1      Deep link 2 D1 - Description 1   D2 - Description 1 D1 - Description 2   D2 - Description 2</p> <p>Deep link 3      Deep link 4 D3 - Description 1   D4 - Description 1 D3 - Description 2   D4 - Description 2</p> <p>High Cholesterol Facts <a href="http://treating-cholesterol.com">treating-cholesterol.com</a> Discover A Treatment Option For High LDL Cholesterol. Learn More. Callout 1 - Callout 2 - Callout 3</p> <p>Deep link 1      Deep link 2 D1 - Description 1   D2 - Description 1 D1 - Description 2   D2 - Description 2</p> <p>Deep link 3      Deep link 4 D3 - Description 1   D4 - Description 1 D3 - Description 2   D4 - Description 2</p>	<p>B</p> <p>cholesterol treatments different cholesterol treatments treatments for cholesterol different cholesterol treatment treatment for cholesterol cholesterol treatment option different cholesterol treatment option treatment option for cholesterol cholesterol treatment options different cholesterol treatment options treatment options for cholesterol injectable cholesterol treatment injectable cholesterol treatments injectable cholesterol treatment options cholesterol treatment injection cholesterol treatment medications current cholesterol treatment guidelines lowering cholesterol treatment</p>
<p>Treating Cholesterol Learn About An Rx Treatment Option That Helps Lower Cholesterol. <a href="http://treating-cholesterol.com">treating-cholesterol.com</a> Callout 1 - Callout 2 - Callout 3</p>	<p>Cholesterol Treatment Get Info About An Rx Drug To Help Lower Your Bad Cholesterol. <a href="http://treating-cholesterol.com">treating-cholesterol.com</a> Callout 1 - Callout 2 - Callout 3</p>		

The spreadsheet is large, complex and can be difficult to understand as well as making the review very time consuming and potentially overwhelming for the client

# The pain faced by ad managers and agencies today



#2 Client (internal or external) engagement and collaboration is inefficient due to the spreadsheet format/approach and inability to preview campaigns

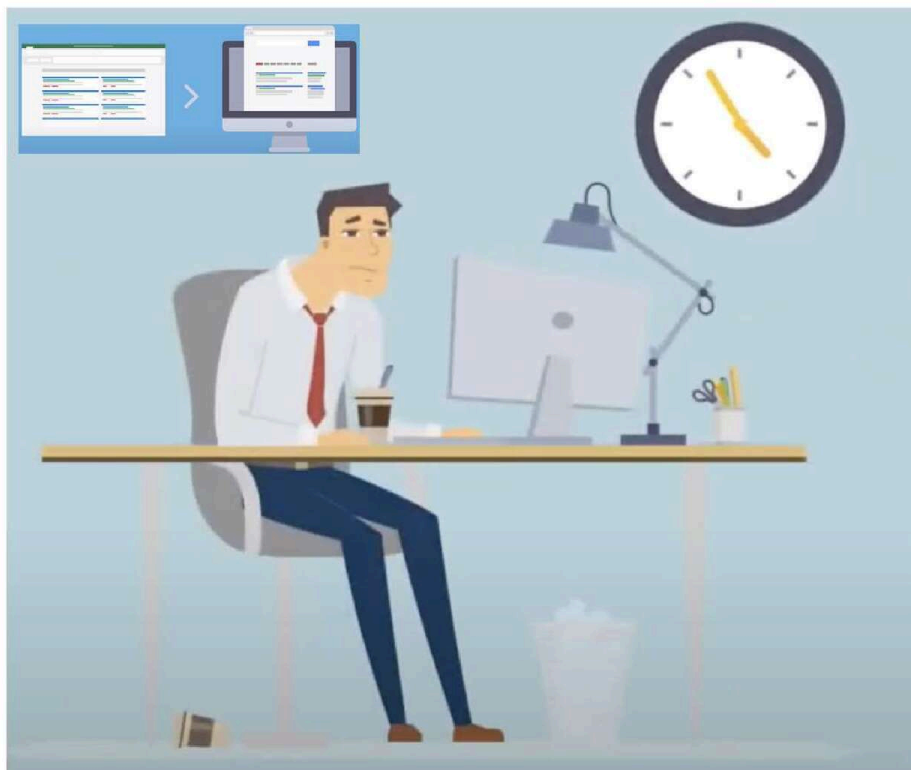


- Email is used to share the spreadsheet with lots of back and forth with different files revisions (ex. Campaign-final-final-v2.xls)
- Comments must be manually exchanged on the spreadsheet
- Tracking and revision history is very challenging
- The process is iterative and time consuming

**Today, the collaboration process is tedious, ineffective and time consuming**

# The pain faced by ad managers and agencies today

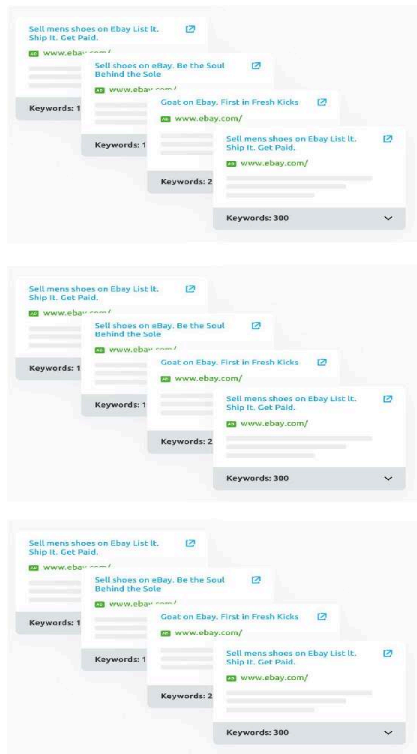
## #3 Campaign data is manually entered into Google Ads



- Each data from the spreadsheet needs to be entered one by one
- High probability of errors while entering data
- Not a scalable process
- Not a value-added activity

**The manual data entry is prone to errors and is time consuming**

# The pain faced by ad managers and agencies today



**Multiple Campaigns      X      Multiple Clients      =      Many inefficient hours for ad agencies**

**Ad agencies are trapped performing many iterative, manual and time consuming activities for multiple campaigns and clients**

# Features and Capabilities

- Intelligent collaboration workflows
- Generate ad previews
- Share previews with clients for review and approvals
- Track and audit revision changes to ad campaigns
- Sync directly with Google Ads

## PPC User Needs

1. Optimized collaboration
2. Capture feedback in an organized manner
3. A better way to preview and present ads to clients
4. Ability to preview via mobile devices
5. Revision history
6. Automated sync with Google Ads
7. Launch campaigns faster
8. Many others...



*The first all-in-one PPC Digital Ad Collaboration Platform*

# PPC Ad Editor's Value Delivered

---



## 1. Optimize client/agency engagement and collaboration

- The simplified preview empowers the client to be more hands on
- Optimize the client / agency collaboration with PCADE's communication tools
- Accelerate the speed to market for ad campaigns
- Help new advertisers envision what their ads will look like
- Review via mobile devices

## 2. Give clients an actual look at their ads

- Eliminate the manual work of populating the traditional industry standard spreadsheets to build a campaign
- What you see is what you get in Google Ads
- Simplified review, greater transparency, and easier to understand content for clients
- Help new advertisers envision what their ads will look like in the wild as well as understand how text ads will look on the SERP (Search Engine Results Page) along with ad extensions
- Realized time savings of approximately 37% with the use of PCADE
- Improves the quality and accuracy for both your review and final campaign

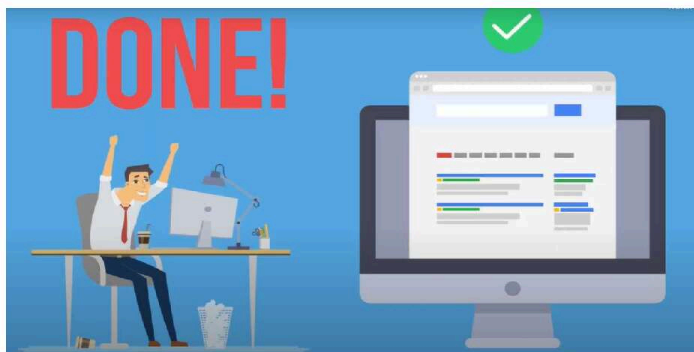
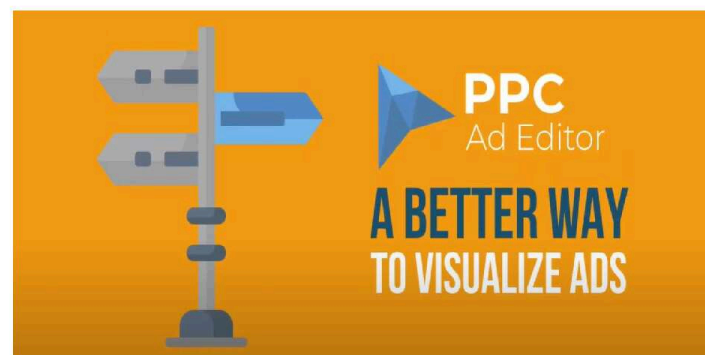
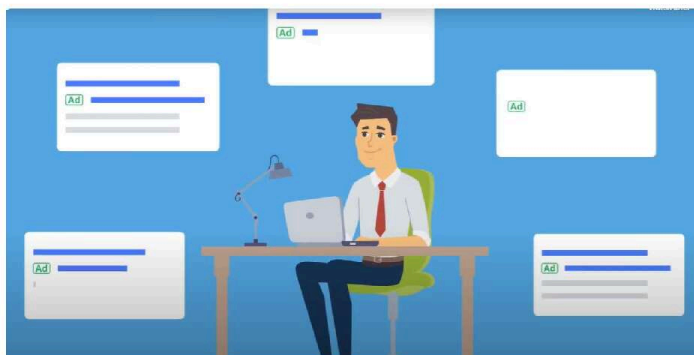
## 3. Save time with PPC Ad Editor's Upload/Download sync directly to Google Ads

- No manual work to copy and paste
- Remove data entry errors

# How does PPC Ad Editor work?

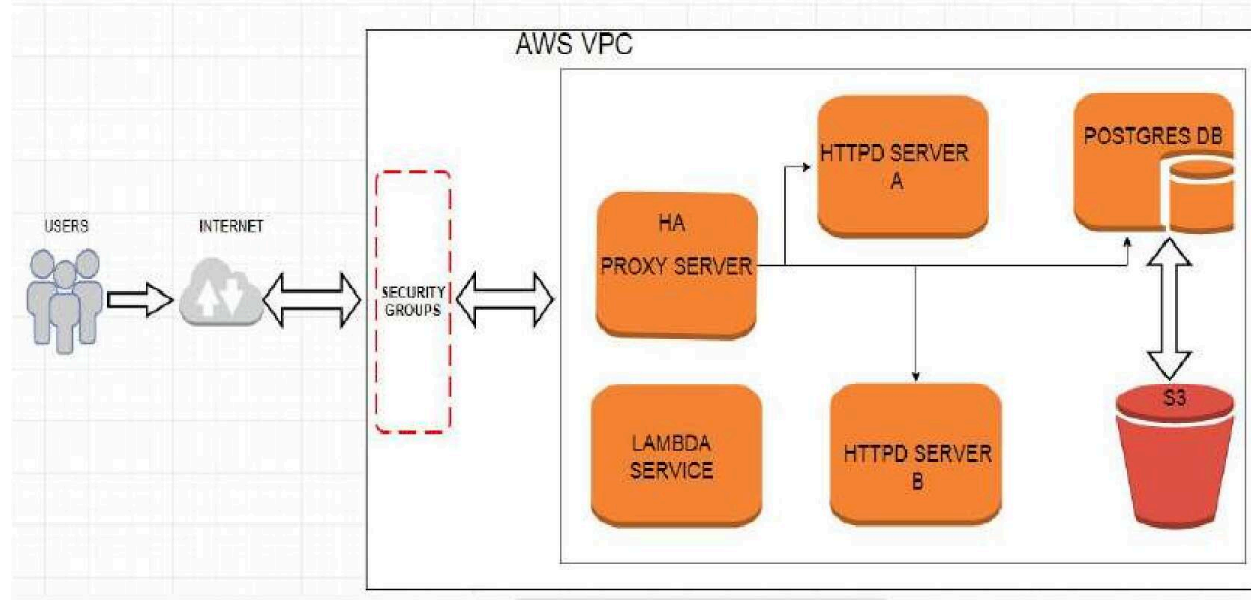
## Four easy steps:

1. Create or sync your PPC campaigns
2. Generate an entire ad preview with a couple of clicks
3. Review, collect feedback and collaborate
4. Launch your campaign!



# PPC Ad Editor Architecture

- Cloud platform through Amazon Web Services (AWS)
- Region: N. Virginia
- Number of instances: 3
- Instance type: HTTPD Server A T2 X large
- Instance type: HTTPD Server B T2 X large
- Instance type: DB Instance T2 large
- Number of Elastic IPs :3
- Operating system: Centos



# PPC Ad Editor Architecture

---



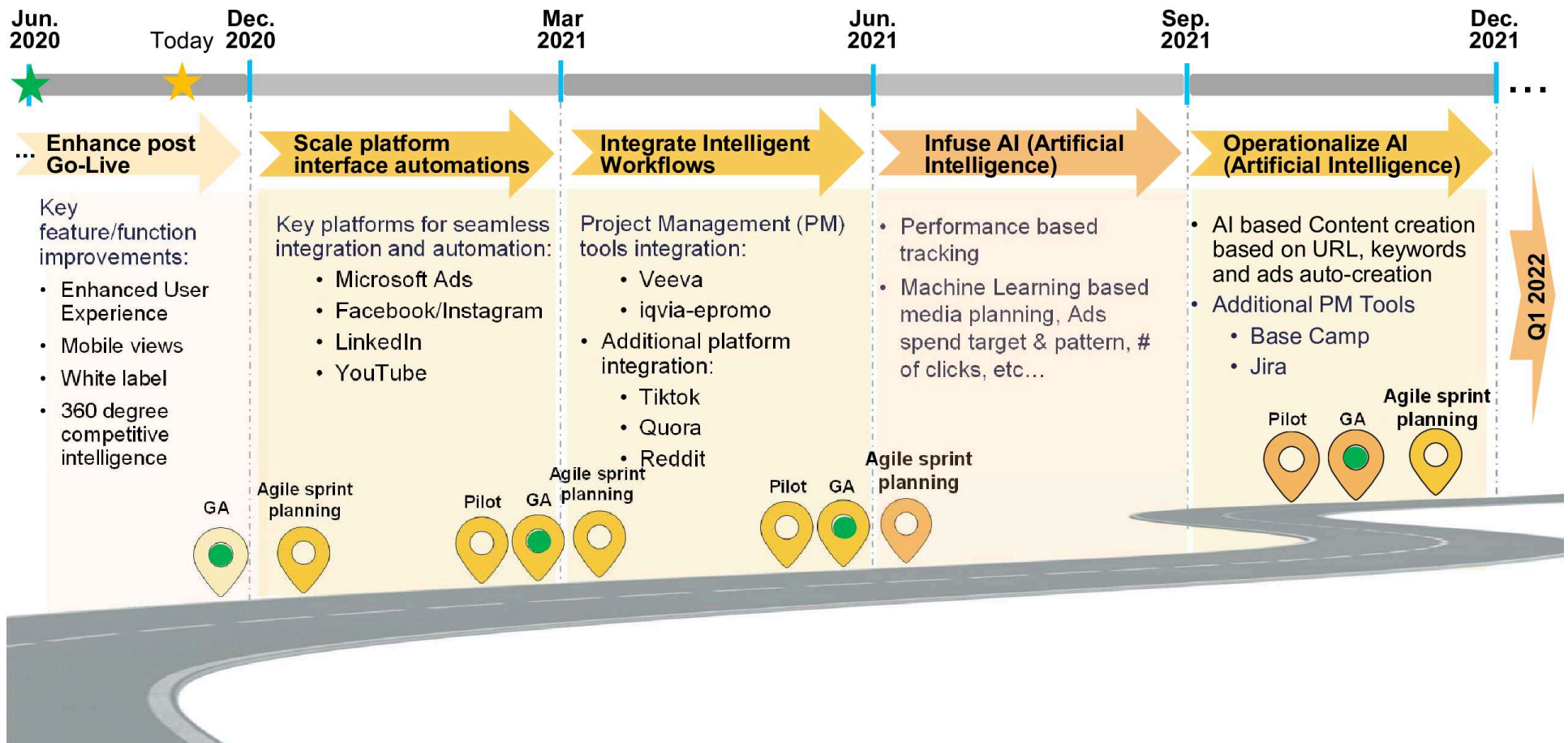
- Data Protection
  - AWS protects your data with the capabilities to encrypt data at rest and data in motion across storage and data services with 256-bit encryption managed by Amazon Key Management Service (KMS)
- Your Proprietary Data
  - Protecting your proprietary content and data is mission-critical to PCADE
  - Access to your data is strictly controlled and monitored in accordance with AWS' internal privileged user monitoring and auditing programs.
  - AWS also does not access your data without permission. They never employ your data for marketing or advertising purposes, either
- Compliance on AWS
  - AWS has access to the compliance standards that govern our industry and provide all the appropriate tools to ensure that we are meeting the compliance standards we should be

# PPC Process Value Chain



- #5, 7 and 8 - There are many products in the marketplace that support these PPC processes
- #3 - PCADE targets the "Ad Creation" process where there is no product in the market today
- FUTURE STATE: #1, 2, and 6 - PCADE will have features that will support PPC Strategy, Keyword Analysis and Campaign Launch

# PPC Ad Editor 18-month Roadmap Overview



 General Availability / Go Live

Disclaimer: These projections are not guaranteed

# Market Analysis

---

- Target Market
  - Advertising agencies of all sizes worldwide (~550K)
  - US Small Medium Businesses (up to 250 employees), top 7% with online advertising spend of \$1MM+ (~2MM companies)
  - Larger enterprises worldwide (~1MM companies)
- Short-Term focus
  - Marketing agencies
  - Specialized verticals, i.e. Pharma, Education
  - Product evolution and adaptation
- Longer-Term focus
  - We are positioning PPC Ad Editor to become the global brand as the premier PPC pre-launch platform leveraging cognitive technology to enhance our users creative thought process.
  - We intend to entrench ourselves within this position in PPC value stream and will build upwards introducing greater features and utility with the intent to dominate our market space.
  - Also on the roadmap is to interface with Microsoft Ads, Facebook, YouTube, LinkedIn, Quora, Reddit, Tiktok and other sites.

# Pricing Plans



## Pricing Plans

Choose your billing:

Annual Monthly

**Most Popular**

**BUSINESS**

**\$99**/MO.

~~\$149~~

**GET STARTED FREE**

3 USER SEATS

Core Features

2 Client Dashboards

**AGENCY**

**\$399**/MO.

~~\$599~~

**GET STARTED FREE**

15 USER SEATS

Everything in Business plan plus....

- 15 Client Dashboards
- PDF Export
- Team Commenting
- Version Control
- Call Only Ads Support
- Custom logo
- Custom Agency Brief
- Campaign Summary view

**ENTERPRISE**

**ADVANCED NEEDS**

**CONTACT US**

If you find PCADE useful but want a specific proprietary function that fits your business requirements, we offer custom features and pricing. Please contact us.

- Monthly/annual subscription based model
- Plans differentiated by additional features and user seats

**Thank you!**