



WHO WE WORK WITH

Our focus is on working with small and medium-sized businesses, to help them run efficient and profitable ad campaigns. Many other agencies only work with larger companies, and this is a key differentiating factor for Adqua. We're also highly versatile, working with businesses across many different industries and verticals.

WHERE WE ADVERTISE

We provide ads management for Google Ads, Google LSA, Facebook, Instagram, LinkedIn, Pinterest, and TikTok. For Google Ads this includes all campaign types such as Search, Display, Shopping, Video, App, and Discovery. For social media this includes all ad types such as Image, Carousel, Video, In-Feed, Slideshow, Message, and many more!

SELECT NUMBER OF CLIENTS

Quality matters, not quantity! This is why we limit the total number of client accounts that we manage. By focusing our time and attention on a more select number of clients we're able to provide a superior level of service. We work with our clients one-on-one to help assess their unique needs and goals and translate that into a strategic plan of action.

ABOUT OUR FOUNDER

Michael Samson personally has over 15 years of experience managing ad campaigns. Prior to leading Adqua he owned a digital agency (web design, branding, marketing), and ads management was one of the many services provided. Michael now focusses solely on ads management and on helping the Adqua client companies to fully realize their goals.

OUR STRATEGY

We recognize that small and medium-sized businesses don't have money to lose, and this is why your bottom line is our top priority! Instead of focusing on vanity metrics like impressions and clicks, we prioritize lowering your cost-per-acquisition (CPA) and are therefore able to maximize your return-on-investment (ROI).

RETURN ON INVESTMENT

Unlike many other agencies, we do not make false promises or guarantees. With that said, we have a track record of providing an average 500% ROI and in many cases even higher! Of course, the type of industry you're in, the cost of your products/services, and your ad budget are some of the many factors that contribute to your ROI.

NEW AND EXISTING CAMPAIGNS

We can help you to engineer a new campaign from the ground up or refactor an existing campaign. For new campaigns we'll formulate a winning strategy that turbo-charges your sales and maximizes your ROI. For existing campaigns we'll carefully analyze the history, identify all the weak points, and then refactor that campaign to be highly profitable.

HOW WE COLLECT INFORMATION

To set up your campaign efficiently and accurately we need to collect a lot of information. Doing this all by phone and email would be extremely tedious. For this reason, we have a user-friendly and detailed online onboarding process that allows you to provide us with all the necessary information and to conveniently sign our Terms of Service.

OUR PRICING

We designed our pricing to be highly competitive and affordable for all businesses by basing it on the total monthly advertising budget. Smaller campaigns with lower budgets pay less, while larger campaigns with higher budgets pay more. Simply put, our pricing is relative to the size and scope of your campaign. Please see here for further details:

<https://adqua.com/#section-pricing>

DESIGN SERVICES

In addition to advertising services, we also provide a wide range of design services such as web design, logo design, social media design, image ads design, business card design, mailer design, brochure design, and trademark registration. All our clients need these services, so we conveniently provide all the necessary resources under a single roof!