



### Who We Work With:

Our focus is on working with small and medium sized businesses, to help them run efficient and profitable Google Ads campaigns. Many other agencies only work with larger companies, and this is a key differentiating factor for Adqua.

### 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 are able to provide a superior level of service.

### About Michael Samson:

Michael personally has over 15 years of experience managing Google Ads campaigns. Prior to leading Adqua he owned a digital agency (web design, branding, marketing), and Google Ads management was one of the many services provided. Michael now focusses solely on Google Ads management and will be the person directly working on your campaign.

### Our Strategy:

Google Ads is complicated, and to put it simply, we are experts in leveraging every detail and nuance of the system. Our overall strategy is focused on decreasing your cost-per-acquisition (CPA). Whether you're spending \$600/mo or \$6,000/mo, everything we do is engineered to generate the greatest return-on-investment (ROI) by lowering your CPA.

### 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 a minimum 300% ROI, and in many cases a 500% or higher return. 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 help to reorganize and enhance your existing campaign. If you need a new campaign, **we do not charge a setup fee!** If you have an existing campaign, we will carefully analyze its history, identify all its weak points, and then refactor that campaign to be highly profitable.

### How We Collect Information:

In order to setup your campaign efficiently and accurately we need to collect a lot of information. Doing this all by phone and email would be extremely overwhelming. For this reason, we have a user-friendly and detailed online onboarding process that allows you to provide us with all the necessary information.

### Our Pricing:

We have designed our pricing structure to be highly competitive and affordable for small business clients. There are three pricing plans based upon the total ad spend of your campaign. Typically campaigns with higher ad spends are also larger in scope, and so this keeps our pricing fair and relative to the size of your campaign. Please see our pricing here: <https://adqua.com/#section-pricing>

### Your Ad Spend:

Don't be afraid to spend money on your campaign! The most common reason that Google Ads campaigns fail is a lack of budget. We therefore recommend starting with an ad budget no lower than \$600/mo, and then scaling that up steadily as the campaign matures. No matter how much you spend, we will make sure your campaign is always profitable.

### Free 1st Month:

In order to earn your business and as a show of trust, we will provide your **first month of Google Ads management completely free of charge!** This is on top of your free account setup if you happen to need a new campaign. All we ask in return is for a 3-month minimum commitment to dial-in your campaign and prove we are worth every cent!