

The Best PPC Automation Tools for PPC Growth Hackers

When it comes to your business, making sure it is up to speed with current trends and reaching its KPI (key performance indicator) goals is not nearly enough. With [over 1.85 billion websites online](#) and counting, and [9 out of 10 startups](#) failing, 2 of which in their first year, there's no denying businesses have their work cut out for them.

Working out the strategies that will best help a startup succeed in a dog-eat-dog marketing world by growing engagement rates through [accessible advertising](#) as well as increasing a company's ROI (return-on-investment) is crucial. That's where growth hackers come into the picture.

Equipped with the know-how on everything marketing, a professional growth hacker has to educate themselves on all the different aspects of the marketing world. Since [80% of marketers](#) say PPC is hugely beneficial for their business, growth hackers must know all there is to know about automated bidding software and bid management tools with an emphasis on PPC software. In order to help point them in the right direction, we've compiled a list of the best PPC automation tools that every growth hacker in 2021 should be aware of and utilize to their business' advantage.

What is growth hacking?

Unlike so many other marketing terms that are pretty straightforward, the novel term of growth hacking is quite difficult to define particularly because it has many faces. Back in 2010, it was Sean Ellis, an entrepreneur who helped several startups achieve accelerated growth, who came up with the term "growth hacker" when he was writing a [brand new job description](#) for startups that are ready to scale.

As Ellis put it, the growth hacker shouldn't concern themselves with things like budgets, conversion rates or expenses. Their "[true north is growth](#)," meaning anyone at the company can be a growth hacker as long as their main goal is to scale the business they're in. This

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includes coming up with innovative ways to increase a site's online traffic, gain more leads and nurture them, all the while using the best marketing tools available to do so.

What is PPC automation and why you should be using it?

One of the growth hacker's go-tos when it comes to successful marketing is using PPC advertising. PPC (pay-per-click) is a system that charges marketers when someone clicks on their ad. A PPC software can automate the process using artificial intelligence (AI) and machine learning, thus saving valuable time and effort.

Using a PPC software can help your business reach its goals, supporting your target audience as they go through your sales funnel; it can help boost your brand visibility, improve your leads and help you track and measure your conversions and campaign performances so that you can make changes to them accordingly. PPC software does everything for you - from researching to structuring the campaign itself, meaning a growth hacker can make more time to focus on increasing audience engagement, pinpointing areas for growth and coming up with new ad types that will help make a conversion.

When working with a third-party PPC automation tool you can rest assured your ads are in good hands, without having to worry about manually laboring over them. PPC software can help integrate your Google Ads data and import sources to create reports. It can help you streamline your campaign by adjusting the search queries and displayed ads, and can even automate your bidding. It can optimize your ads' performance, improving your ROAS (return on ad spend) and when it comes to custom builds, i.e. the trickiest part of PPC automation, it can help you code automations that will enable you to customize anything you want in your ads.

10 best automation tools and what they excel at

Now that you know how important it is for your business, you must be wondering which PPC automation software you should invest in. We've compiled a list of the 10 best PPC automation tools and what they can do to help promote business growth.

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1. Google Ads (for the bidding)

With over [3.5 billion daily searches](#), [Google Ads](#) is the most popular PPC advertising platform and automated bidding software in the world. Based on an auction-like system, Google Ads rewards high-quality ads with lower costs and improved ad placements. No matter whether a business is looking to generate impressions, get clicks, or conversions for Search and Display ads, or views for video ads only, Google Ads lets marketers and growth hackers choose what they'd like to focus on when bidding. This helps growth hackers build a growth strategy that focuses on what is really important to their business. Costs range between \$1 and \$2 on the Search Network for an [average CPC](#) (cost-per-click).

2. Feeditor (for feed optimization)

[Feeditor](#) is a shopping and feed management tool from [Adcore](#) that helps turn any feed into a high converting superfeed (a smarter feed). It's able to improve sales performance, expand the reach of your ads to shoppers worldwide on channels including Google Shopping, Facebook, Amazon, and Microsoft and can save a business money by eliminating the need for a developer. [Prices](#) start at \$99 per month with a free 7-day trial.

3. Semrush (for keyword research)

[Semrush](#) has over 40 features and is one of the best when it comes to helping growth hackers plan their campaign, choose keywords, perform SEO research and check out what their competitors have been doing. It is an expert at AdWords bid management and can help identify the keywords they bid on in their paid searches in the past so that you can decide whether you'd like to change tactics or bid on the same ones. Pricing starts at [\\$119.95 per month](#).

4. DataStudio (reporting)

[Google's Data Studio](#) helps visualize your data and turn it into informative, easy to read and share, and fully customizable and configurable reports and dashboards. Data Studio enables you to connect data so that it flows into your created reports. You can share your insights with your team or anyone you'd like and even collaborate on reports with your team. When used

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for PPC ads, it can give a growth hacker all the intel they need to know what needs to be changed or adjusted in an ad according to the report. The tool is **free**.

5. Views (for campaign creation and budget management)

[Adcore's Views](#) feature is the perfect SEM campaign creation and optimization tool designed for PPC experts. It helps you create smart shopping and search campaigns in a matter of minutes that best correspond with your inventory and pricing. You can even use it to improve your ad relevance through different parameters that you can add to your ads. [Pricing](#) starts at \$599 per month with a free 21-day trial.

6. Zapier (for connectivity of multiple platforms)

[Zapier](#) lets you create workflows called Zaps that connect between your apps to automate the tasks you tend to repeat so that you won't have to worry about them anymore. You choose the trigger (like receiving a new email or lead), then you set up an action (which pulls the data from your apps so that Zapier can complete the task on your behalf) and Zapier takes care of the rest. Anyone can automate their work for free unless you're going for a starter/professional/team plan which [ranges between](#) \$19.99-\$299 per month.

7. Adespresso (for Facebook and Instagram Ads)

[AdEspresso](#)'s split testing and optimization tool pinpoints the right audience for your ads, helping you create advertising campaigns for multiple channels, including Instagram and Facebook, within minutes. It can even help you manage and analyze your campaigns, and collaborate with your team and clients. [Pricing](#) starts at \$49.99 and you can get a free 14-day trial.

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8. ClickCease (for preventing click frauds)

Helping fend off click fraud attacks on your Google Ads, which can waste up to [21%](#) of your marketing budget, [ClickCease](#) is able to exclude invalid IPs and block fake clicks, which in turn will help boost your campaigns and enable you to acquire more (authentic) customers. [Pricing](#) depends on the amount of clicks and domains you'd like monitored and starts at \$50 per month for a single domain and up to 5,000 clicks.

9. Treepodia (for dynamic video and image ads)

[Treepodia](#) offers a way of helping customers stand out on Google and Facebook with customizable personal video ads. Their Advertising feature allows you to personalize acquisition videos, while their Showcasing feature helps you instantly create a product video for every item you're selling. These, in turn, help you increase brand awareness from existing users and reach new one as well as get more clicks and ROAS for every dollar spent. [Contact](#) the company for pricing information.

10. Anyword (for copy optimization)

Rather than having a growth hacker work alongside a content writer to come up with ad copy, [Anyword](#) offers an automated copy creator that helps accelerate workflows by creating multiple text variations at scale that are optimized for every channel and format. They even help you beat writer's block. [Pricing](#) starts at \$19 per month.

Bottom Line

PPC software is what every growth hacker needs in order to help boost your business' growth rates by tracking and adjusting your PPC campaigns, bids, and marketing budget. Thanks to PPC automation software, creating profitable campaigns that can help generate leads and traffic and increase a business' ROI no longer has to be tedious, expensive, and time-consuming. In other words, you can finally sit back and relax knowing a third-party is helping your growth hacker get the job done and grow your business. At least when it comes to your PPC ads.