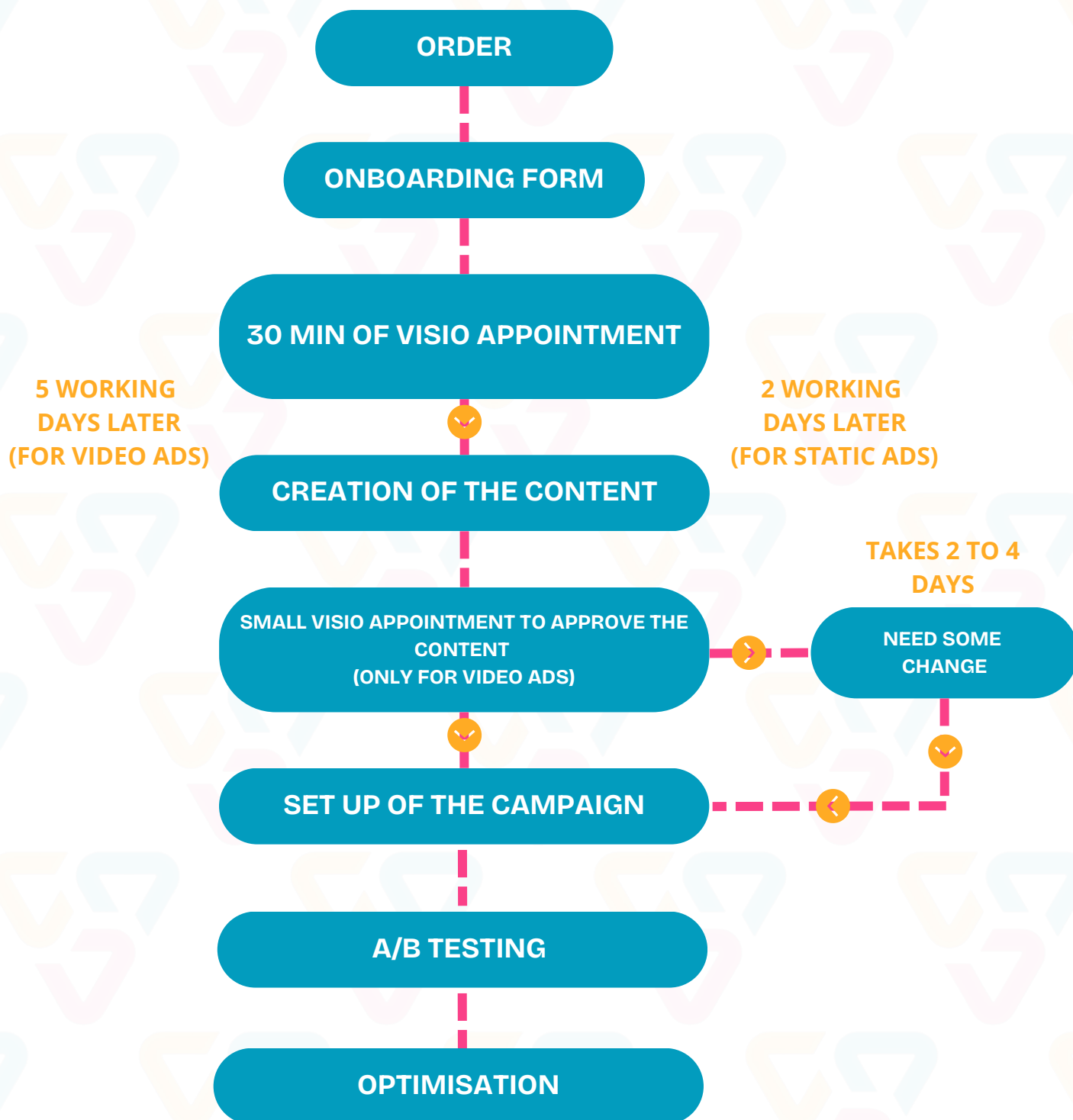


YOUR POINT OF VUE



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- **WHAT IS ADS OPTIMISATION?**

It's the process of continuously improving online ads to make them more effective and cost-efficient.

- **WHY DOES IT TAKE TIME?**

To ensure ads reach the right people, at the right time, with the right message, a lot of data analysis and regular adjustments are required.

- **TARGETING ADJUSTMENT:**

Refining audiences to reach people most likely to buy.

- **A/B TESTING:**

Testing different versions of the same ad to see which one performs better.

- **BUDGET MANAGEMENT:**

Allocating more budget to the ads that perform the best.

- **MESSAGE AND VISUAL IMPROVEMENTS:**

Modifying texts and images to make them more appealing.

- **REAL-TIME MONITORING:**

Tracking results daily to make quick adjustments if needed.

- **WHY IS THIS IMPORTANT?**

To maximize return on investment (ROI) by spending less to get more results (sales, clicks, etc.).

- **IN SUMMARY:**

Optimisation is like having a personal trainer for your ads: constantly refining and adjusting them to be as effective as possible.