HOP2THETOP

Data Driven PPC Management

We provide one of the most proactive, data driven PPC management programs available on the market. Our mission is to make every client our next case study.

Who We Are

We are a team of passionate digital marketers with a combined 30+ years experience in digital marketing. "Ad Agencies" are a dime a dozen, but many of them are sales heavy and have few experience people at the helm. At Hop2TheTop, we take on a limited number of clients in specific industries where we know we can drive exceptional results.

Why Choose Us

Decades Of PPC Experience

Your campaign manager(s) will individually have a minimum of 10 years experience as full time PPC managers.

Real Campaign Strategy

Our clients who switch from other agencies always tell us the level of strategy is a breath of fresh air.

Detailed & Proactive Processes

Most agencies set and forget their clients. We implement proactive campaign management processes to ensure your account receives the attention it requires.

Our Services

PPC Management

- Google, Ads & BING Ads
- Proactive Daily Monitoring M-F
- Continuous A/B testing
- Detailed reporting & ROI analysis

Creative Strategy

- Search Ad Creation & A/B Testing
- Display Ad Development
- Video Ad Development

Analytics & Reporting

- CRM integration
- Conversion analysis & reporting
- Detailed KPI review
- Weekly performance review

Our Suite Of Tools

- Click Fraud Monitoring Software
- Landing Page A/B Testing Tools
- Competitive Analysis Tools
- AI Driven Optimization Tools
- Keyword Research Tools

Contact Us

888-919-4238   www.hop2thetop.com

OUR PROCESS

One of the biggest mistakes made by the vast majority of web companies, and "ad agencies" are they do not have a REAL PROCESS for PPC Management. At Hop2TheTop, our specific methodology ensures no client slips through the cracks, so we are able to drive exceptional results.

Low Hanging Fruit

01

We will uncover multiple opportunity areas across keywords, creative testing, landing pages, targeting, and more. We begin executing on this.

ROI Analysis

02

We ensure all necessary integrations are complete for end to end ROI analysis going forward.

Optimization & Reporting

03

We continually optimize your campaigns to maximize ROI. KPI's are reported on a weekly basis on a zoom meeting.

New Activations

04

We will asses new market opportunities whether inside or outside the Google ecosystem and present those options for potential activations.

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