



More Leads
More Customers
More Growth

Nfinity Media Google PPC management

Paid search works when intent and economics meet.

Capture demand that is ready to act.

Google PPC puts the offer in front of buyers already expressing a need. Management makes sure the account pays for the right intent — and can measure what happens after the click.

Traffic is not the finish line

Search terms, landing relevance, conversion paths and unit economics decide whether a click is useful.

Optimization compounds

Every clean query, negative keyword and conversion signal improves the next budget decision.

Management owns the path from query to qualified action.

- | | | |
|-----------|-----------------------------|--|
| 01 | Account setup | Goals, access, billing structure, naming and conversion architecture. |
| 02 | Keyword research | Commercial intent, match strategy, negatives and local or product demand. |
| 03 | Campaign build | Clean ad groups, relevant messaging, extensions, destinations and budgets. |
| 04 | Ongoing optimization | Search-term control, bid and budget decisions, tests and waste removal. |
| 05 | Reporting | Decisions connected to leads, sales, CAC and the economics that matter. |

One clear management lane, scoped to the account.

**From
\$1,000/month**

Per Google Ads account. One account means one brand and one website.

Ad spend is separate and paid directly to Google.

Setup and research

Account architecture, keyword research, campaign creation and conversion setup.

Active management

Monitoring, search-term reviews, negative keywords, bids and budget allocation.

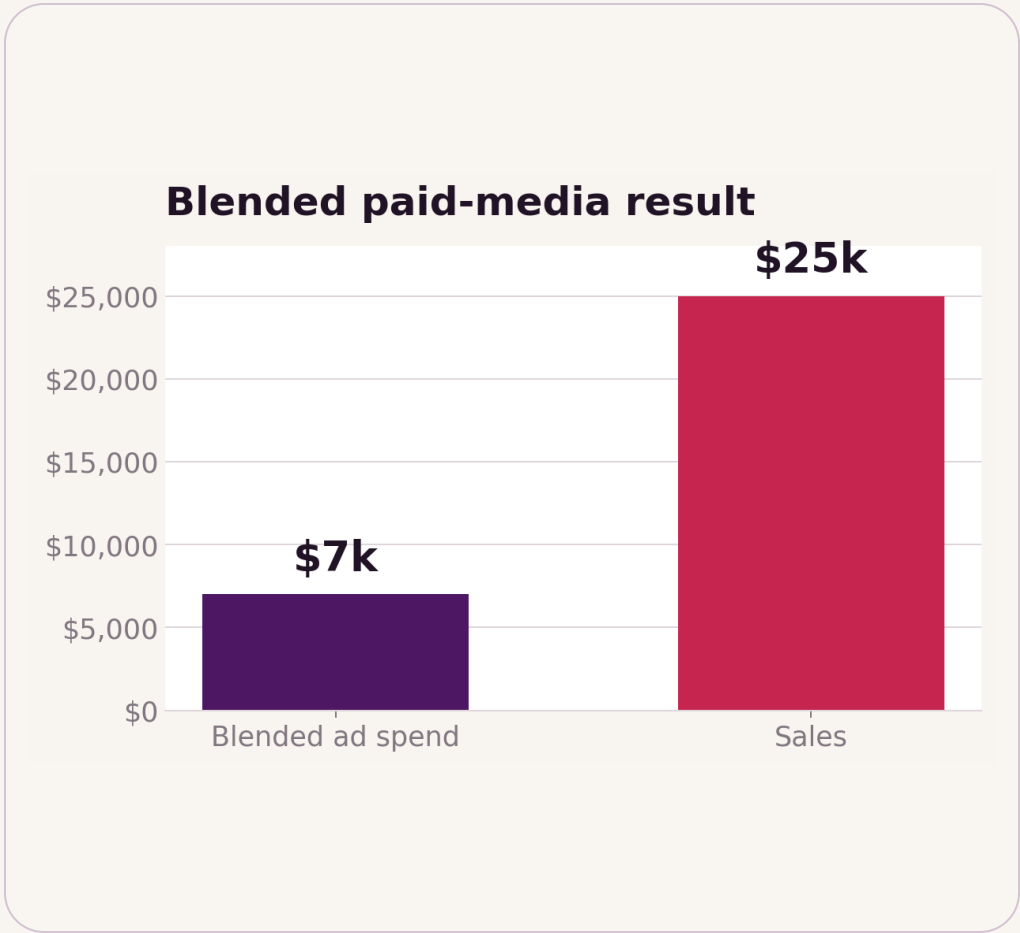
Optimization

Ad tests, landing-path feedback and disciplined waste reduction.

Reporting

Clear performance reads tied to business outcomes, not dashboard theater.

Worldly Good turned blended paid media into real sales.



Real Nfinity PPC client result.

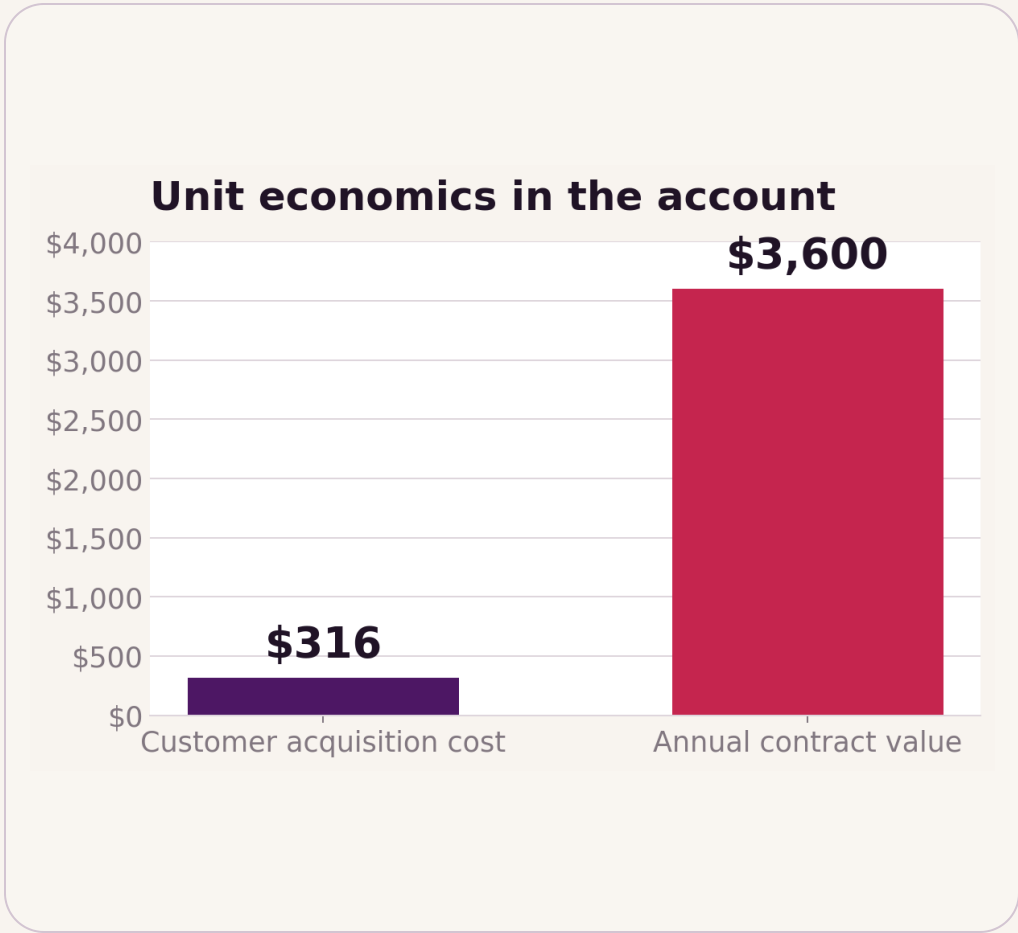


\$25k
Sales generated

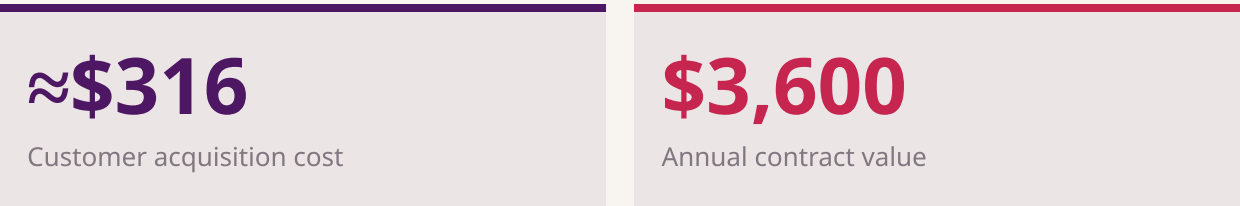
≈3.6x
Blended return on ad spend

Almost \$7k in combined media spend across Amazon Ads, Google Ads and some Facebook. This is a multi-channel result — not a Google-only attribution claim.

The SaaS account made acquisition cost legible.



Real Nfinity PPC client result. Company name withheld.



The software sold at \$300 per month on an annual plan. Acquisition cost was recovered in roughly one month of subscription revenue, before operating costs and retention effects.

Account-access engagement. Economics shown from the client account information provided to Nfinity.

SOBE World proved that small budgets can still move.



Real Nfinity PPC client result.

35%

Improvement in customer traffic

\$400

Spend per campaign

The owners had a limited budget. The win came from optimization focus — tighter targeting, waste removal and better efficiency — rather than simply spending more.

Management skill moved the needle while respecting the budget ceiling.

Wedding venue PPC should be judged by booked-event economics.



Illustrative planning model.

\$3,000 Monthly ad spend	\$60 Average cost per click
5 Qualified inquiries at a 10% rate	1 Booked event at a 20% close rate

At an \$8,000 average booked value, the model produces 2.7× revenue-to-ad-spend. Lead quality, seasonality, venue capacity and close rate decide whether that is healthy.

Planning assumptions, not a promise or client result.

Wine PPC needs order economics, not a vanity ROAS.



Illustrative planning model.

\$4,000

Monthly ad spend

120

Attributed orders

\$75

Average order value

2.25×

Revenue-to-ad-spend

The model yields \$9,000 in attributed sales at about \$33 per order. Product margin, shipping, discounts, repeat purchase and legal market limits decide the real return.

Planning assumptions, not a promise or client result.

A rescue starts by making waste visible and structure useful.

Illustrative planning model.

What the audit finds

- \$8,000 monthly spend
- 30% in non-converting or irrelevant search terms
- Broad structure blending high and low intent
- Weak negatives and budget cannibalization

What the rebuild changes

- Flags \$2,400 for pause or reallocation
- Separates intent, geography and economics
- Builds a usable negative-keyword system
- Redirects budget only after clean data appears

The savings are modeled. Better structure creates the conditions for improvement; it does not guarantee a return.

Tracking repair does not create revenue. It reveals which spend created it.

Illustrative planning model.

\$5,000

Ad spend

25

Qualified leads

5

Closed sales

\$12,500

Measured revenue

Connecting forms, calls and sales values turns the same activity from blind spend into a 2.5× measurable revenue-to-ad-spend result. Attribution quality still depends on clean CRM and sales inputs.

The account improves through a disciplined operating rhythm.

01

Build

Structure campaigns around intent, geography, offer and conversion path.

02

Observe

Collect enough clean signal to separate noise from a repeatable pattern.

03

Optimize

Remove waste, shift budget, test messaging and repair weak paths.

04

Report

Translate the account into decisions about CAC, sales and next spend.



Put the Google Ads account on a real operating system.

Book a 15-minute PPC account review with Nfinity Media. We will identify whether the next move is repair, launch or scale.

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[Book a PPC account review](#)

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