



# How Smart Ads Can Help Your Business Reach More Customers



**Are you still running those basic ads for your business and expecting to get more out of them? If you are, there's a lot you've been missing!**

In today's age, businesses cannot depend on word of mouth referrals, radio, television, or journal ads alone. Fortunately, this digital age offers the option of running online ads to promote products and services on a massive scale, and nearly **60% of all online searches are carried out on mobile phones.**

It doesn't matter what your online ad's goal is, but it can help boost your business's performance, attract more customers, increase visits to your website, increase the sales of your products and services, and simply spread more awareness about your brand. However, running ads or ad campaigns successfully can be tricky for someone with no experience in online marketing.

A [study](#) shows that online ads increase brand awareness by 80%, which is wonderful, but you can unleash the full potential of online advertising only when you run smart ads, and here's how you can do it.

**But first, here are five [facts](#) to know about Google Ads:**

- 90% of consumers say that Google ads influence their purchasing decisions.
- 63% of people have clicked on at least one Google ad
- 59% of people like to check online recommendations before buying something
- 43% of users have purchased something after seeing an online ad
- 41% of users trust the ads they see online

### **Smart Ads by Practina: What is it?**

Smart Ads is an incredible feature that is exclusive to Practina. It is one of the best and fastest ways of connecting with a large number of online users in your area searching for services like yours. **Smart Ads** amplify the performance of your Google ads to deliver the best returns on your investments.

### **How it works:**

To run an ad on Google with **Practina**, you need to provide a few details such as your target audience, keywords, location, interests, and age, and the Smart Ads feature automatically creates the ad for you.

Then, it quickly matches people's online search with the specifications of your ad, makes it visible to them, and connects the interested leads with you almost instantly.

Practina's lead center gives you instant notifications once people start showing interest in your ad.

### **Benefits of creating smart ads with the Practina app:**

- It is so easy to create a smart ad that even those without any experience do not struggle.
- You can create a smart ad in under 5 minutes anytime from anywhere.
- You can create ads that target specific locations, age groups, and people based on their interests matching your products and services.
- You can connect with the right customers before your competitors do.
- You get to collect data to understand more about what your target audience is looking for.
- You can increase your brand's visibility to attract more customers.
- You get the opportunity to solidify your brand's presence in your local community.
- You can run multiple smart ad campaigns and Practina can automatically manage them.
- You can measure the performance of your smart ads and see Practina's suggestions to make improvements.

## **Here's how you can get started:**

Practina is an intuitive marketing platform that can automatically manage your social media besides helping you run ads on Google, Facebook and Instagram. **Practina is available in a mobile app version** that can be downloaded for free from the [Apple Store](#) and [Google Playstore](#).

## **Final words**

The Practina app gives you access to manage your social media marketing, make changes in your content calendar and run ads successfully even while you're away from your workplace. Used by businesses from different industries all over the world, Practina is one of the most sought-after tools that can help your brand in many ways.

**Practina** is all the more unique because it is the only platform that can automatically update your followers whenever there is any change in your real estate MLS listings. It is the only professional tool that doesn't have a budget cap for running online ads. It is the only platform that is integrated with so many automation features to make your **social media marketing** efforts easy yet effective.

You can create a free account with the Practina app and experience its Professional plan, which comes with a dedicated marketing specialist to assist you whenever needed.

**Download your Practina app now.**