

# Ultimate Guide To Pay-Per-Click Advertising

By Richard Stokes



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Richard Stokes is the founder and CEO of AdGooroo, a Kantar Media company and leading provider of digital marketing intelligence. One of the industry's foremost

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The Basics of PPC . PPC (pay-per-click) marketing is a form of online advertising in which advertisers accrue costs when users click their ads. Advertisers bid on

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