

# The Human Edge in PPC

Mastering Relationships, Insights, and Team  
Success

Yoann Ferrand





channable

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# Level up your PPC skills

Guided by the best in the industry!

- Hands-on tips
- Ready-to-use frameworks
- Step-by-step scripts

Bob Meijer



Andrew Lolk



Ruben Runneboom



Mike Rodes



Aaron Young



Nils Rooijmans





# Yoann Ferrand



## **PPC Executive & Fractional Head of PPC**

Bridging execution & leadership with over 10 years



## **2x Voted Top 100 Most Influential PPC Expert**

Recognised for supporting the industry with a reliable and unbiased “PPC News” newsletter.



## **Founder of Adellus,**

a paid search/DV360 boutique agency that crafts "data stories inspired by human connection."

### **Fun fact:**

My three-year-old is convinced he's a “rainbow cat”. 🐱

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# The Human Edge in PPC

Mastering Relationships, Insights, and Team  
Success

*Poll*

**“Which challenge is your biggest frustration right now in PPC?”**

***... Let's all take one  
deep breath together  
before we start. ...***

# Why this topic?

I have had the chance to get experience working from a **PPC executive, contractor, consultant**, to **Head of PPC**.





## Bridging Two Worlds

- I work closely with PPC managers & executives to **solve tactical challenges**.
- I also collaborate with marketing leaders (Sales Directors, CCOs, CMOs) to **align PPC with business goals**.
- This unique position **gives me insights** into both operational struggles and leadership expectations.



“PPC has evolved from a **numbers game** to a **people-focused game** – soft skills, empathy, and leadership now make the biggest difference”



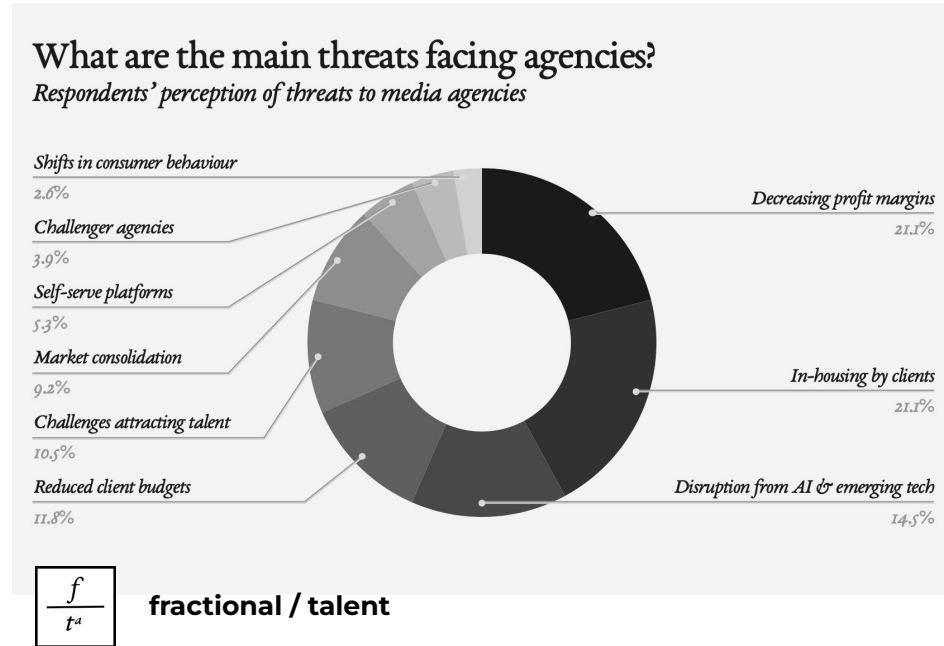
***“Today, we’ll see how empathy, boundaries, and storytelling can improve PPC performance.”***

# The current state of PPC industry

# #1 - Guiding an Agency Through Inflation...

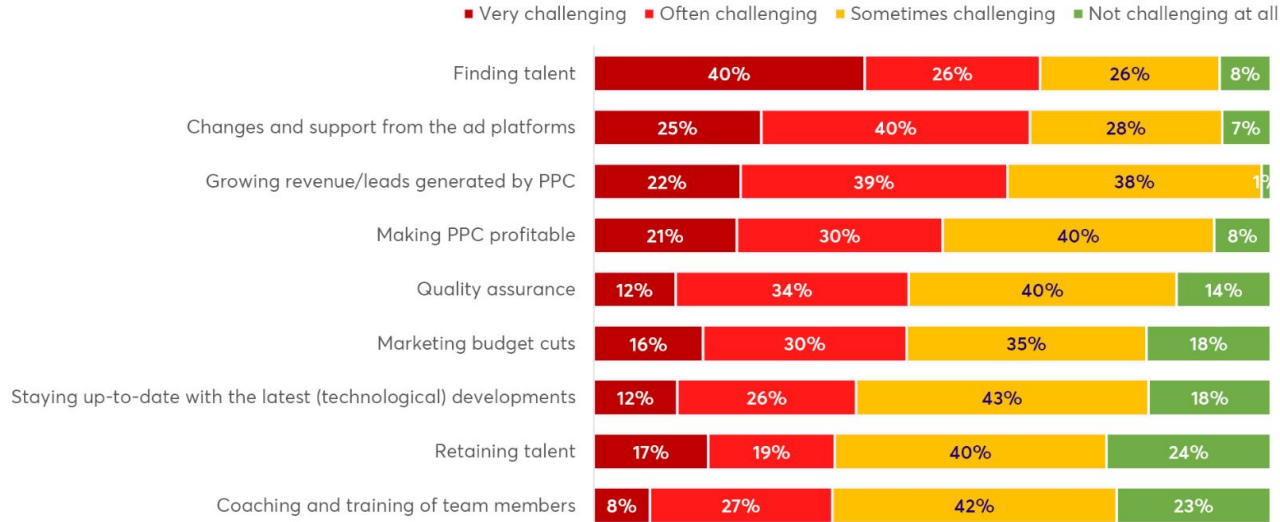
- 1. Rising client churn** – 48% of agency breakups cite under-delivery (+14%) ([Setup 2024](#))
- 2. Hiring freezes** – teams must do more with fewer people. ([The state of hiring](#))
- 3. Automation is up**, but human strategy is irreplaceable, **no ‘set and forget’**.

Download the [\[State of Hiring\]](#)



## #2 - Talent Acquisition is becoming more challenging.

Please rate how challenging (or how much of an issue) each of the below is for you or your company (in-house teams)?



Download the [\[PPC Survey 2024\]](#)

### #3 - Paid Media is constantly evolving, but has it truly improved the playfield?



***“We’re at a crossroads:  
AI can scale our work,  
but only if guided by  
human leadership.”***

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# Why soft skills matter

# A PPC Manager Anatomy

## Strategic Planning

- Measurement
- Channel Selection
- Budget allocation

## Campaign Setup & Execution

- Account Structure
- Ad Creation & Copywriting
- Landing Page Coordination

## Market & Audience Research

- Keyword/Gap Analysis
- Audience Segmentation
- Competitor Analysis

## Ongoing Optimization & Testing

- Bid Management
- A/B Testing
- User Experience Improvement



## Strategic Thinking

- Problem Solving
- Long-term Vision
- Priority Planning

## Data Analysis & Reporting

- Performance Tracking
- Insight Generation

## Collaborative Coordination & Soft Skills

- Reporting & Communication
- Cross-functional work
- Client Relationship management
- Stakeholders Management

## Innovation & Adaptation

- Staying Current
- Mastering New Solutions/SaaS
- Will to Scale

## Think of PPC as a Battering Ram.

It's a powerful force to open doors, but **only if the whole team is pushing behind it.**

BEFORE



**Spearhead PPC Team:**  
a powerful entry point,  
but alone is not enough.



NOW

# Improving Teamwork and Synergy is Essential

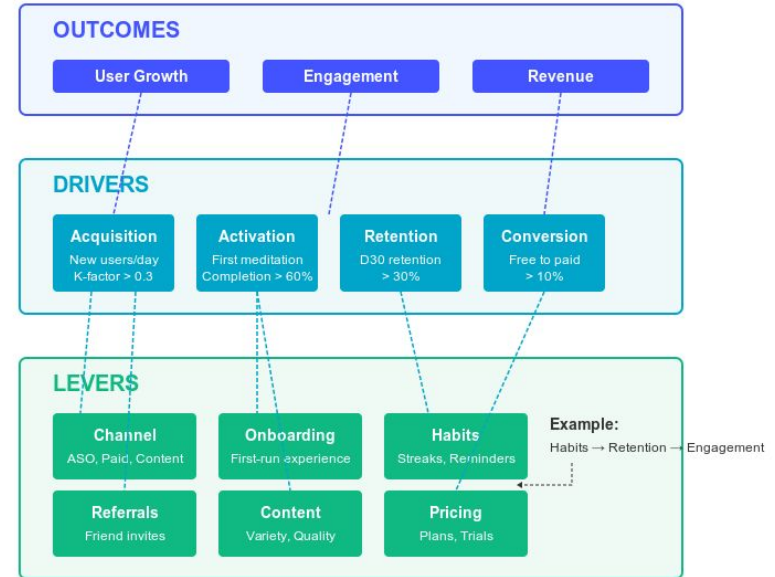
1. In marketing, we go from Acquire → Activate → Retain → Monetize.

**PPC mainly drives Acquire (and a bit of Activate),**

but to turn leads into revenue we need collaboration through the whole funnel.

2. That's where soft skills – like **empathy, negotiation, conflict resolution** – come in. They help us work together across each stage

Growth Framework for Meditation App



# Case “Story”: A Head of Sales as Sole PPC Contact

	Terms	Investment	Conv.	CVR	CPA
Permitted	485	\$4,169	19	1.6%	\$215
Rejected	57	\$305	2	1.9%	\$153
<b>% Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>		



# What this means for you:

1. PPC experts need to **be strategists and communicators**, not just technicians
1. Agencies that **build relationships** (not just chase KPIs) retain clients longer.
1. The future of PPC belongs to those who **mix data insights with human insight.**



***“No matter how optimised a channel is, it can’t save a broken funnel or a weak product.”***

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# Data Storytelling

for Stakeholder Buy-In

***“Whether you talk to the  
CFO or a junior exec,  
each needs clarity framed  
in their own language.”***

# Here's a sample CFO version — top-level ROI.

LOGO

Q1 FY2024  
January 15, 2024

## PPC Feed Management Platform ROI Analysis

\$1.2M Revenue Growth & 24% ROAS Improvement Over 12 Months

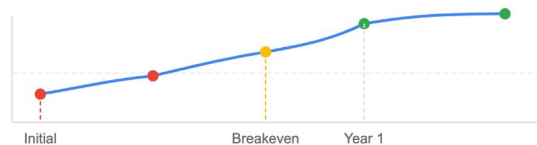
### Executive Summary

The automated feed management platform will increase Shopping campaign revenue by \$1.2M annually while reducing operational costs by \$95K. Key benefits: 24% ROAS improvement, 16% reduction in product disapprovals, 8% CTR increase.

### Key Financial Metrics

Metric	Value
Implementation Cost	\$180K (Software: \$110K, Setup: \$70K)
Annual Software Cost	\$90K (\$7.5K/month)
Revenue Increase	\$1.2M (Year 1), \$1.5M (Year 2)
Payback Period	5.1 months
3-Year ROI	682%

### Cumulative Return on Investment (\$K)



### PPC Performance Impact

ROAS +24%

CTR +8%

Disapprovals -16%

Copy

Capture

AI OCR

**Decision Request:** Approve \$180K capital allocation for Feed Management Platform implementation in Q1-Q2 2024

[Template]

# Team Lead version—more tactical details.

PROJECT FEEDMASTER

## Google Shopping Feed Management: Your Implementation Plan

LOGO

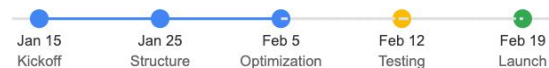
### Your Team's Current Focus:

Feed Structure Optimization & Custom Label Implementation (Jan 15-Feb 12)

### Team Responsibilities

Team Member	Deliverables
<b>Jordan Chen</b> PPC Manager	<ul style="list-style-type: none"><li>Define custom label strategy (Due: Jan 20)</li><li>Map product categories to campaign structure (Due: Jan 25)</li></ul>
<b>Aisha Roberts</b> Product Data Specialist	<ul style="list-style-type: none"><li>Audit current feed structure (Due: Jan 22)</li><li>Implement title &amp; description optimizations (Due: Feb 5)</li></ul>
<b>Miguel Garcia</b> Web Developer	<ul style="list-style-type: none"><li>Configure data source connections (Due: Jan 28)</li><li>Set up automated feed exports (Due: Feb 8)</li></ul>
<b>You</b> PPC Team Lead	<ul style="list-style-type: none"><li>Coordinate with vendor &amp; ensure timeline adherence</li></ul>

### Implementation Timeline



**Critical Path:** Custom Labels → Feed Structure → Testing

### Resources & Support

**Documentation:** API docs available in vendor portal

**Vendor Support:** 20 hours allocated (Ref: #PPC-2408)

**Next Steps:** Team kickoff call tomorrow at 11:00 AM with vendor implementation specialist









**Template**

# One-page project brief

*“Converting raw metrics into narratives that move stakeholders to act.”*

- **Clients:**  
Show real ROI & business impact.
- **Executives:**  
Align budgets & strategic goals.
- **Cross-Functional Teams:**  
Emphasise synergy—SEO, Social, Dev  
**all see their shared wins.**

**Template**

Project		Project update: [Project Name]		[Team Lead]
Project Code: [CODE] Project Name: [NAME]	Score: [SCORE] Estimated Time: [TIMEFRAME]	Project Leader: [NAME] Project Supporter: [NAME]	Version: [VERSION] Last updated: [DATE]	
 Desired outcome <b>Why are we doing this project?</b> [Explain the purpose and business impact]		 Plan of attack <b>How do we get there?</b> [Outline the approach and implementation plan]		
 Major deliverables <b>What will be produced?</b> <ul style="list-style-type: none"><li>• [Deliverable 1]</li><li>• [Deliverable 2]</li><li>• [Deliverable 3]</li></ul>		 Stakeholders <b>Who will benefit?</b> [List stakeholders who benefit] <b>Who will need to be involved?</b> [List team members required] <b>Who needs to be kept informed?</b> [List people to keep in the loop]		
 Measure of success <b>What are our KPIs?</b> <ul style="list-style-type: none"><li>• [KPI 1]</li><li>• [KPI 2]</li><li>• [KPI 3]</li></ul>		 Critical success factors <b>If you want this project to be successful, what will it take?</b> [List critical success factors]		
 Risks and assumptions <b>Are there any risks? How do we mitigate it?</b> <ol style="list-style-type: none"><li>1. [Risk 1 + Mitigation]</li><li>2. [Risk 2 + Mitigation]</li><li>3. [Risk 3 + Mitigation]</li></ol>		 Constraints <b>Are there any roadblocks or outstanding questions?</b> [List constraints, roadblocks or questions]		

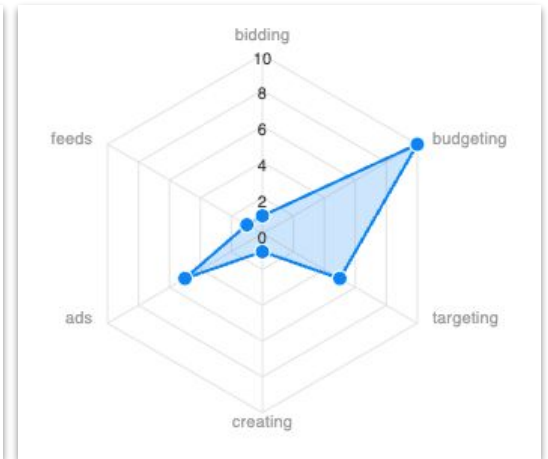
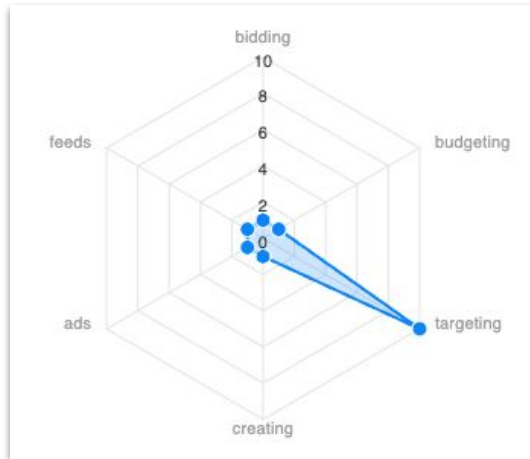
# **Innovation vs. Performance Stability**

# Junior vs. Senior PPC Managers

We studied two PPC managers each handling \$100K/month:

The junior focused on a few repetitive tweaks (mostly adjusting targeting), while **the senior balanced her time across many areas – budgeting, bidding, creatives, etc.**

The senior's broader approach meant more stable and improved results.



# Invite your Team on a Journey of Growth

## **Balance is the key:**

All-in on risk can destabilise your main revenue, but zero risk means stagnation

### **1. Pilot small experiments:**

Use ~5-10% of budget for new ideas while protecting the core campaigns.








### **2. Share a growth roadmap:**

Take clients on the journey by outlining upcoming tests and improvements, so they feel confident and onboard.



## We share a simple priority framework

to decide what to tackle next, so everyone stays aligned.

Project Priority Matrix							
Project Name	 Acquisition	 UX	 Time-Saving	 Implementation	 Maintenance	 Length	 Priority
Conversion Tracking Enhancement	9	6	7	6	7	5	5.1
Channable Feed Management Implementation	8	5	9	4	8	5	4.9
Google Ads Automation with Scripts	8	4	9	3	6	7	4.6
Landing Page Speed Optimization	7	9	5	5	8	4	4.6
Call Tracking Integration	7	6	8	6	7	3	4.5
Product Data Feed Restructuring	8	5	7	3	6	6	4.3
International Campaign Expansion	9	7	3	2	4	8	4.1

[Template]

# 4 Practical Tips for Advertisers

- 1. Define success up front:**  
Set clear goals from the start  
(what does 'winning' look like?)
- 2. Keep a PPC playbook:**  
Maintain a shared doc of strategy, roles, and past test results.
- 3. One source of truth:** Use a shared dashboard or data hub (e.g., BigQuery) so everyone uses the same numbers.
- 4. Encourage smart risks:** Create a blameless culture for well-planned tests – learn from failures instead of pointing fingers.



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# Team Building & Mental Well-Being

# Why Team Well-Being Matters

## Calls to NABS soar above 5,000 a year for the first time ever

12th February 2025 [News](#)

### Calls to NABS soar above 5,000 a year for the first time ever

- **NABS' 2024 stats reveal industry's increasing emotional support needs**
- **Adlanders used NABS' services more than 14,000 times last year**
- **Redundancy and job insecurity queries to NABS increase dramatically**

A record **5,200 calls** were made to NABS in 2024, according to figures released today by the support charity.

This is an 18% increase in calls from 2023, showing a clear picture of an industry increasingly in need of mental health support.

# Why Team Well-Being Matters

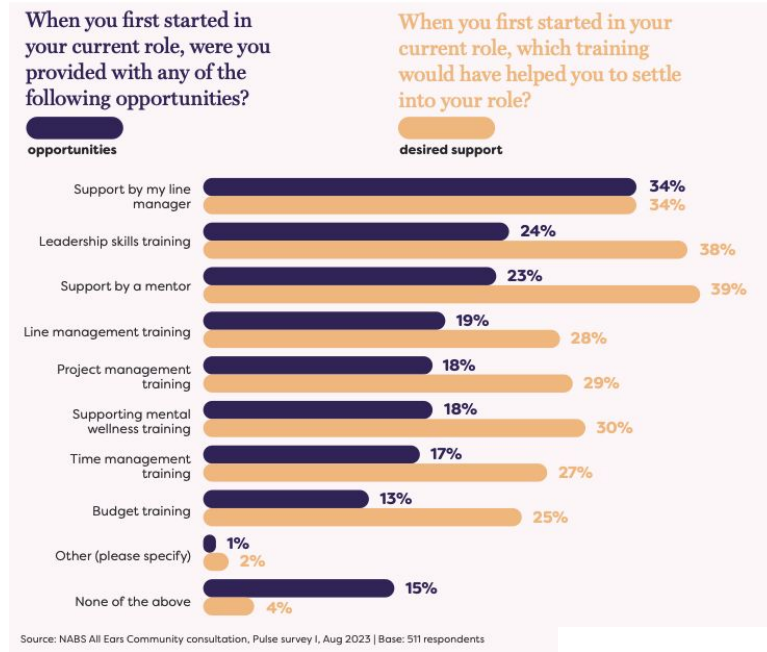
Studies in our industry show that

1. **42% of employees with mental health concerns go to their manager first.**
2. 71% of staff want their companies to put more focus on wellness.

**“Yet many managers don’t feel equipped to help.”**



*750+ mentors across dozens of industries*



Download [[Nabs All Ears](#)]

# Supportive management tactics

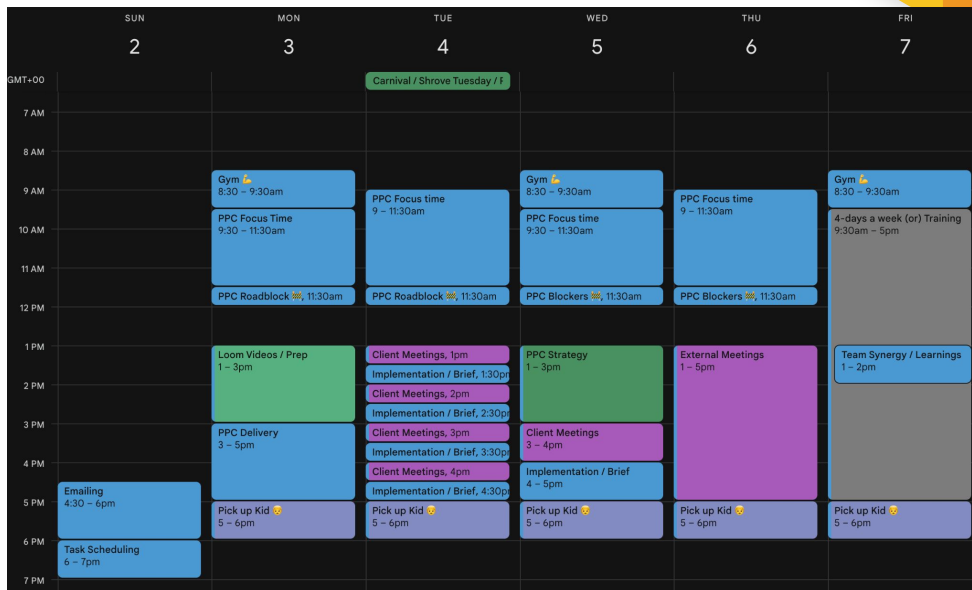
- **Adopt a coaching mindset:**  
Use empathy, active listening, and conflict resolution with your team
- **Schedule regular check-ins:**  
Short 1-on-1s to catch issues early
- **Try 'brainwriting':**  
Let everyone contribute anonymously or prior to meetings to encourage all teammates
- **Hold routine retrospectives:**  
Do weekly team roundtables and monthly reviews to share feedback

Respondents who understand how success is measured 'very well'



## Establish Your Dream Schedule

- **Block focus time:**  
Set aside dedicated PPC focus periods.
- **Limit meeting overload:**  
Avoid back-to-back meetings and unnecessary calls.
- **Align on meetings:**  
Decide on a reasonable client meeting frequency (prevent meeting creep).
- **Keep buffer time:**  
Allow space for urgent tasks or catches (so nothing falls behind).



No constant meetings, Built-in breathing room, Protect personal time (e.g., to pick up your child 🧑)



# There is No Toxic Client, Just Mismatched Expectations

- **Empathise with your client:**

Understand their pressures and reassure them you're there to relieve that stress  
(**'We'll take that weight off your shoulders'**)

- **Reframe the situation:** Recognize and communicate your own feelings (using a method like **Nonviolent Communication**), clearly lay out your **'Rules of the Game'** (boundaries and what's realistic), and listen to their concerns.



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# Final Key Takeaways

# Practical Takeaways & Q&A

- **People > Metrics:** Prioritise the human element in PPC (relationships, empathy).
- **PPC needs team support:** It's like a battering ram – it works best with everyone pushing together.
- **One-page project briefs:** Use single-slide summaries to align teams quickly on goals.
- **Protect focus & well-being:** Create ideal team schedules and a healthy work culture.
- **No 'toxic' clients:** Usually it's about fixing expectations and communication gaps.



***“Rather than compete with machines, focus on what makes us uniquely human.”***

***Kevin Roose - Tech Journalist***

*Let's build a PPC culture that  
**blends empathy, teamwork,  
and data-driven insights –**  
and watch both ROI and team  
morale soar.*

# Next Level eCommerce is powered by...

