
HOW AI BUILDS PPC CAMPAIGNS TODAY & WHAT AGENTS COULD DO TOMORROW

Cindy Ebner

Head of Paid Search
KOSCH KLINK PERFORMANCE

**FRIENDS
FSEARCH**

***“AI WILL AUTOMATE
EVERYTHING”***

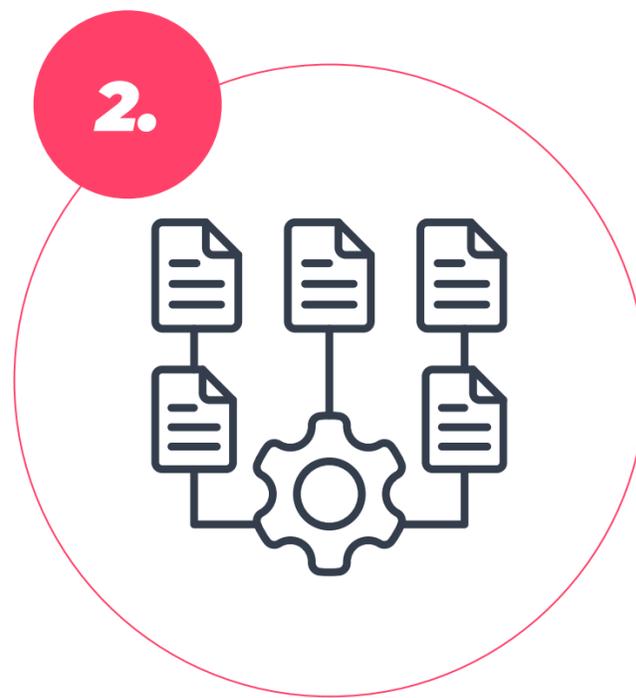
I'm not here to add to that noise.

I'm here to tell you what happened **ON THE WAY
when we tried.**

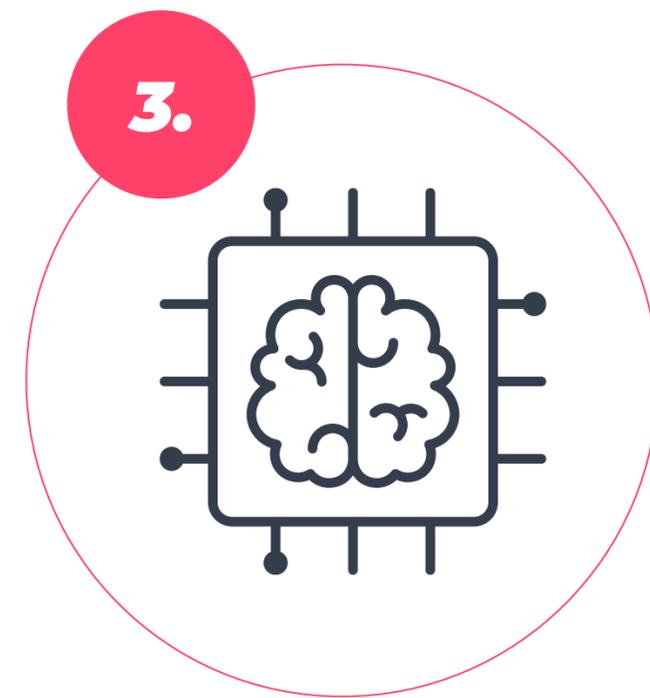
THREE YEARS. THREE COMPLETE REBUILDS.



LLMS
Prompts & Copy-paste era



SYSTEMS
Make + Airtable + API



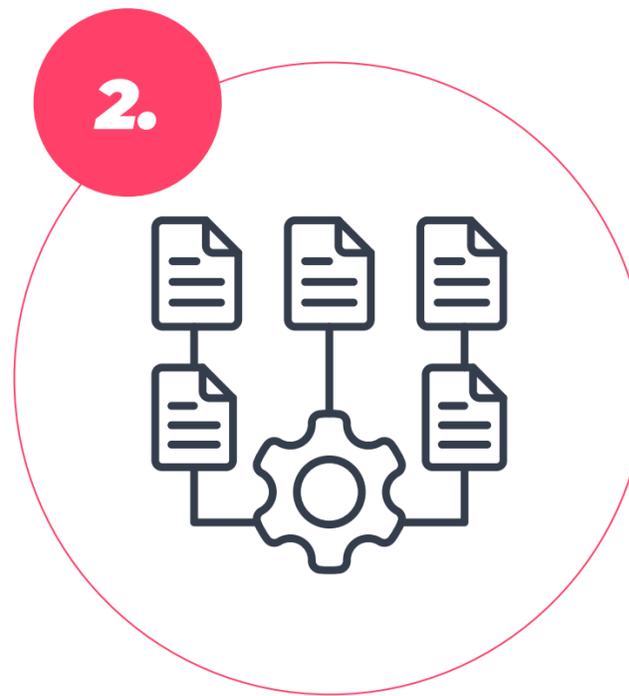
AGENTS
Agentic workflows

Each time, state of the art became outdated within a year.

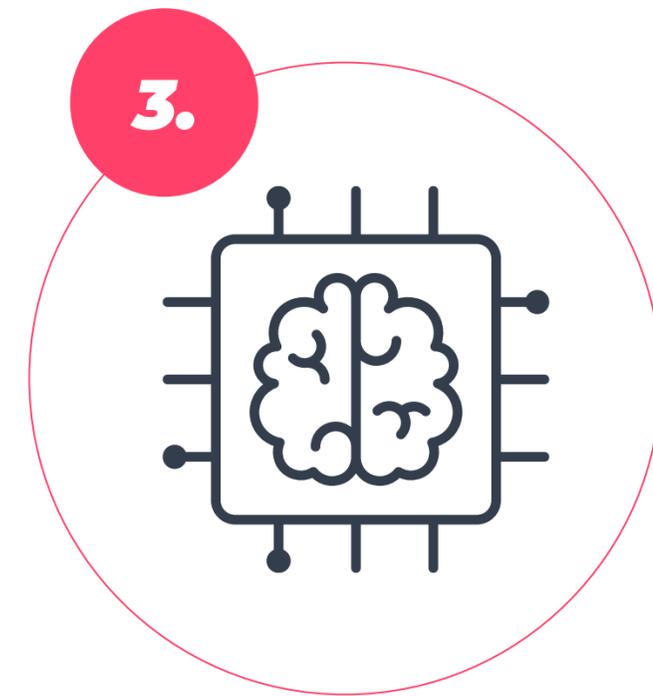
WHAT STAGE ARE YOU CURRENTLY IN? 1,2 OR 3?



LLMS
Prompts & Copy-paste era



SYSTEMS
Make + Airtable + API



AGENTS
Agentic workflows

ON TODAY'S AGENDA



The three stages

What worked? What didn't?

What agents actually do

No hype - real examples from our day-to-day agency work

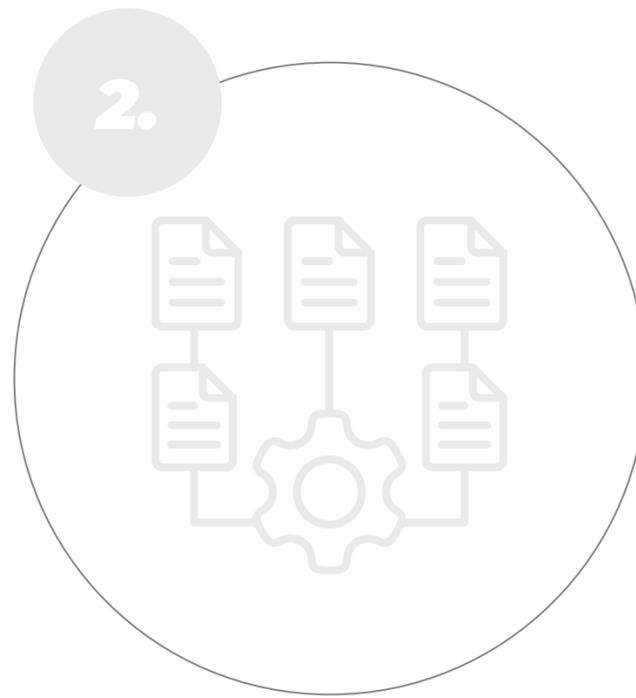
The ONE thing that survived every rebuild

And what you should do next Monday (if you haven't already)

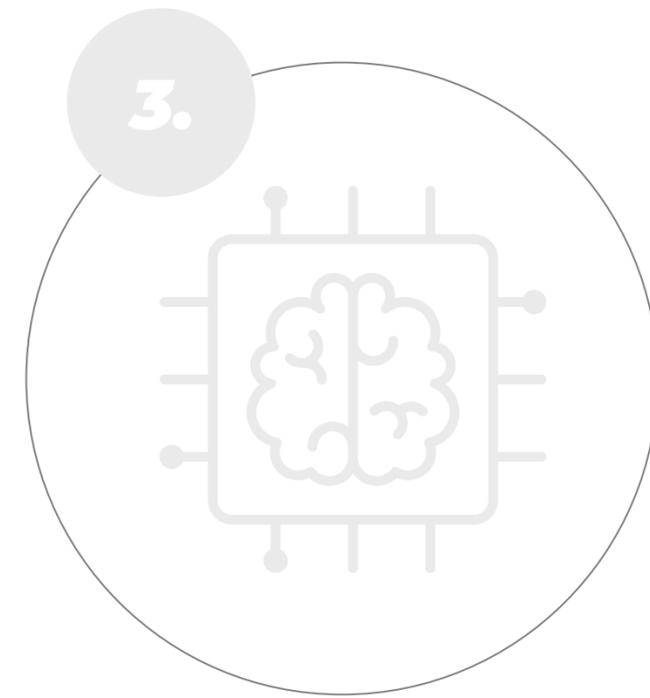
STAGE 1: LLMS - PROMPTS + COPY & PASTE



LLMS
Prompts & Copy-paste era



SYSTEMS
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AGENTS
Agentic workflows

JANUARY 2023: TASK AUDIT

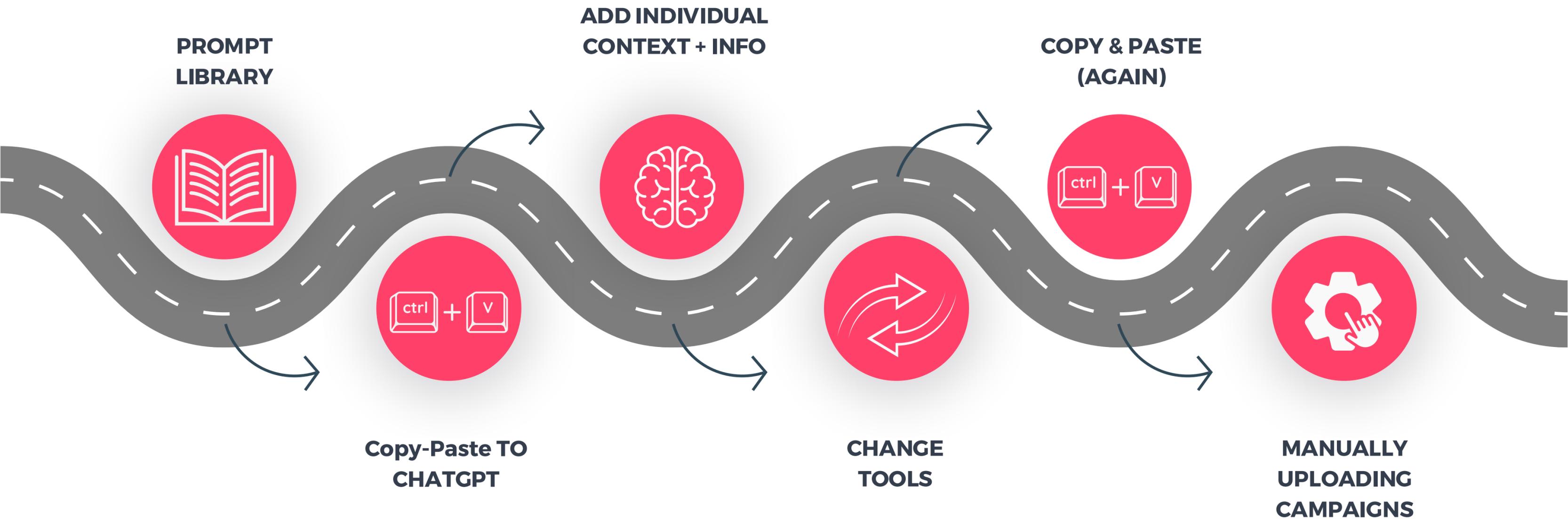
WHAT ARE WE ACTUALLY DOING ALL DAY? HOW CAN THIS NEW TOOL SUPPORT OUR DAILY BUSINESS?

Budget Monitoring & Pacing	Daily tracking of actual spend vs. planned budget across all accounts.
Search Term Analysis	Weekly review of search terms to identify wasted spend
Performance Reporting	and add negatives. Weekly/monthly reporting of KPIs, trends, and campaign performance.
Quality Score Monitoring	Tracking QS components at keyword level.
Bid & Target Adjustments	Adjusting CPA/ROAS targets based on performance trends.
Change History Review	Reviewing who changed what and correlating with performance.
Ad Copy Creation (RSAs)	Generating 15 headlines + 4 descriptions per RSA.
Campaign Creation (Full)	End-to-end: keywords, structure, ads, extensions, settings.
Account Audit	Full review of structure, settings, tracking, keywords, ads.
Strategic Consulting	Advisory on strategy, budget allocation, and growth.

STAGE 1 - 2023: BUILDING NEW SEARCH CAMPAIGNS

PROMPTS & THE COPY+PASTE ERA

Est. Time:
≈ 5-6 h

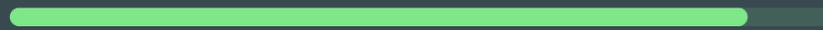


THE LIMITS OF STAGE 1



GENERATE

50 keywords in seconds
15 headlines in 10 seconds
Ad group structure in a minute

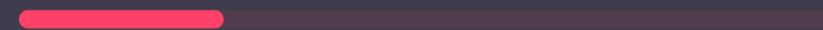


≠



BUILD

Structure in Sheets, format,
upload to Ads Editor, QA...
Still half a day.



So we built a **system**.

STAGE 1 - 2023: WHAT'S STAYING - TASK AUDIT & PROCESSES

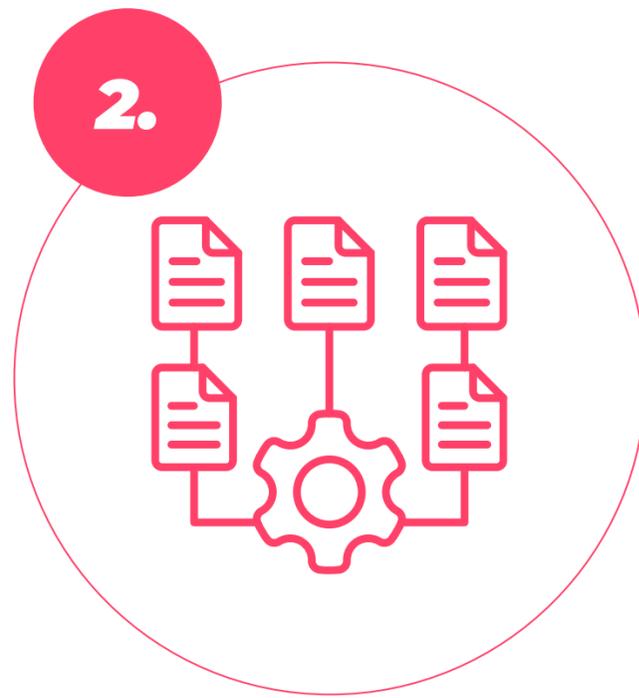


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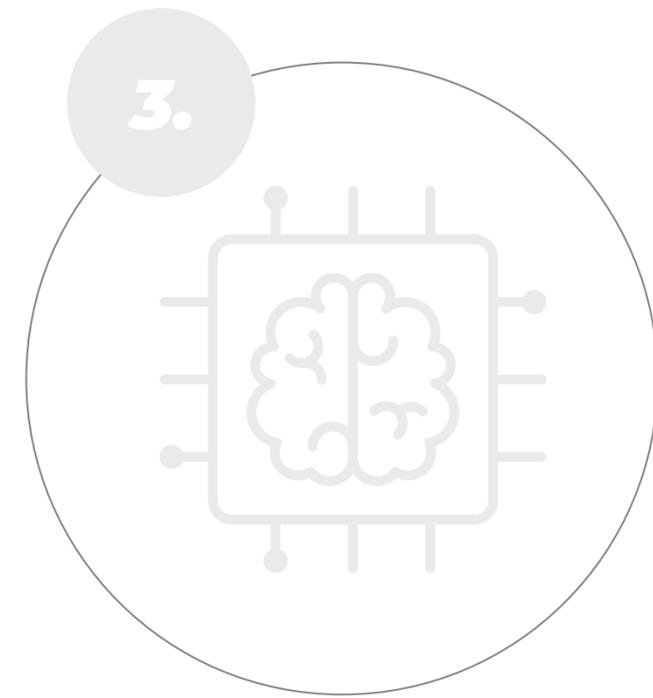
STAGE 2: SYSTEMS & AUTOMATED PROCESSES



LLMS
Prompts + Copy-paste era

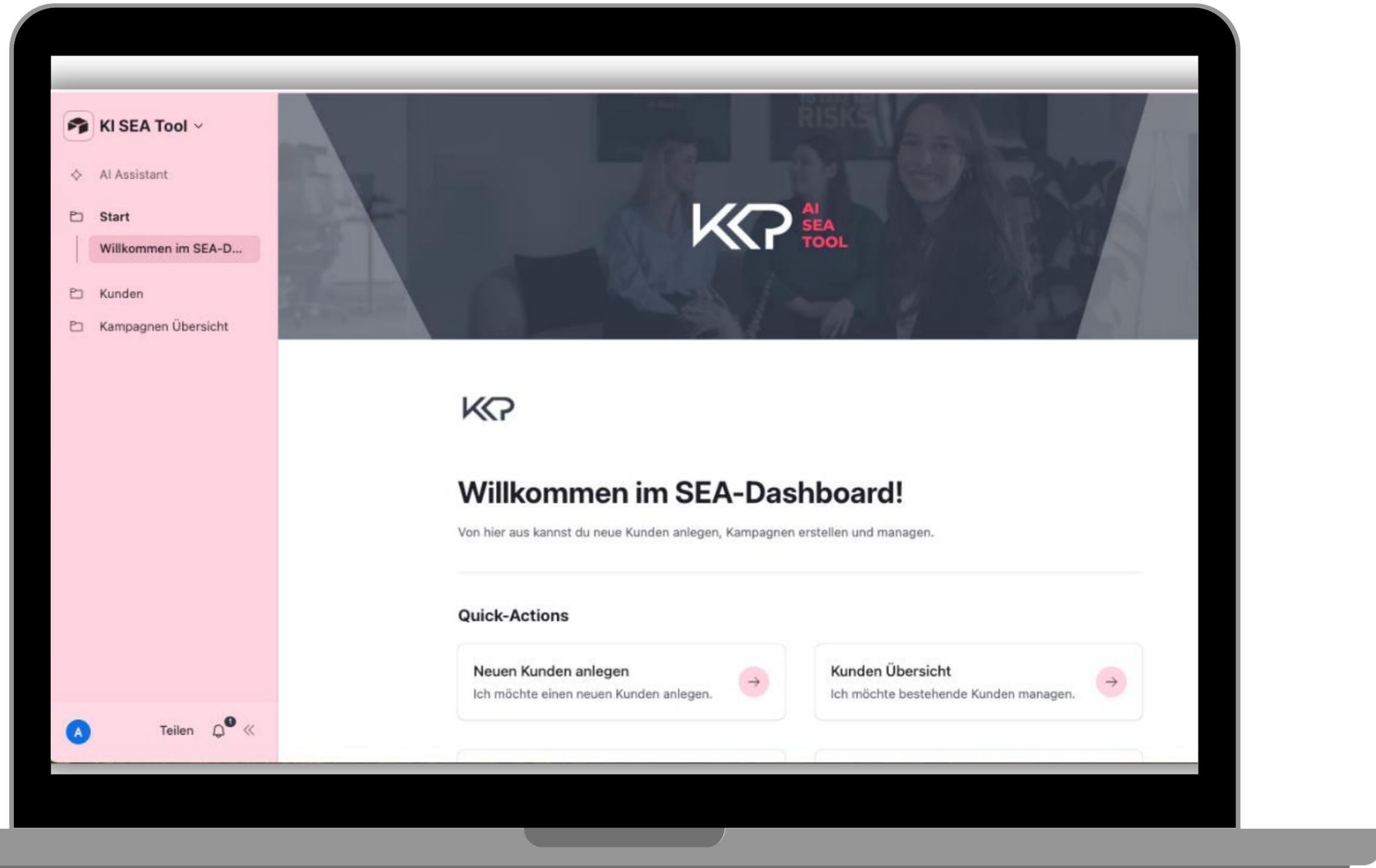


SYSTEMS
Make + Airtable + API



AGENTS
Agentic workflows

OUR OWN PPC TOOL (WITH MAKE & AIRTABLE)



STAGE 2 - 2024: BUILDING NEW SEARCH CAMPAIGNS

FROM PROMPT TO PROCESS

Est. Time:
≈ 2-3 h



Integrated Prompt Library

All prompts are centrally stored within the system – no manual searching or copy-pasting required.



Customer Data from Airtable

Product details, target audience information, and guidelines are automatically pulled from Airtable and structured within the system.



Automated Prompt Trigger

The process is initiated via button or form submission – the system sends structured data to ChatGPT and receives the generated outputs directly.



Integration of External Tools

Keyword data (e.g., search volume, CPC) is imported from Google Keyword Planner and other tools into our system via API.



Review in the Interface

The generated campaign elements appear in the dashboard, where SEA experts review, refine, and approve the content.

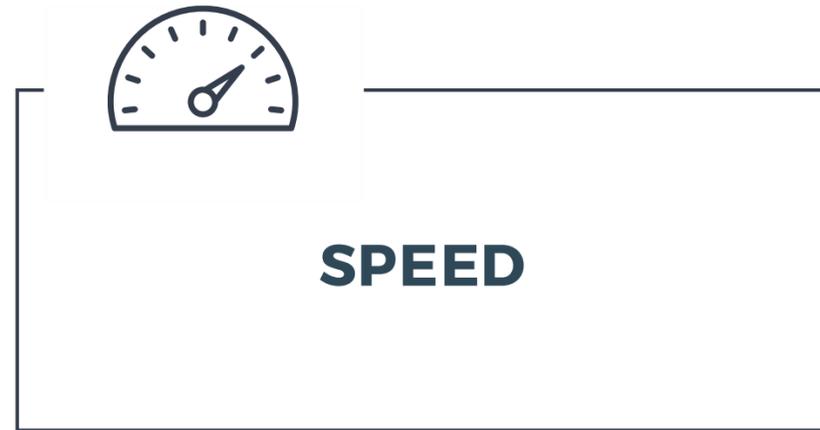


Upload to Google Ads

Approved campaign components are automatically exported in the correct format – ready for direct upload into Google Ads Editor.

STAGE 2 - 2024: WHAT WORKED

FROM PROMPT TO PROCESS



STAGE 2 - 2024: KEY INSIGHT

FROM PROMPT TO PROCESS

THE BREAKTHROUGH WASN'T BETTER PROMPTS. IT WAS ALREADY HAVING AND KNOWING OUR PROCESSES.

What we documented:

- Client tone of voice rules
- SOPs for every task, e.g. search campaign setup
- QA checklists
- Decision logic for optimizations

+37%

BILLABLE HOURS

Team-wide · 16 months

THE LIMITS OF STAGE 2

The automated system worked well.



For not even a year...

LEARNING ABOUT THE 8020BRAIN BY MIKE RHODES 🧠

NOVEMBER 2025:

Mike Rhodes • Follower:in
Helping agencies & freelancers use AI confidently & profitably | ads2ai.c...
3 Monate · 🌐

Google ads data & audit, with 3 words
Delivered in 2 minutes in 4 different formats
WOW.

Ads2AI
.com

Übersetzung anzeigen

99

14 Kommentare · 2 Reposts

LEARN MORE ABOUT THE BRAIN AND JOIN ADS TO AI!



<https://www.linkedin.com/feed/update/urn:li:activity:7397498314801369088/>

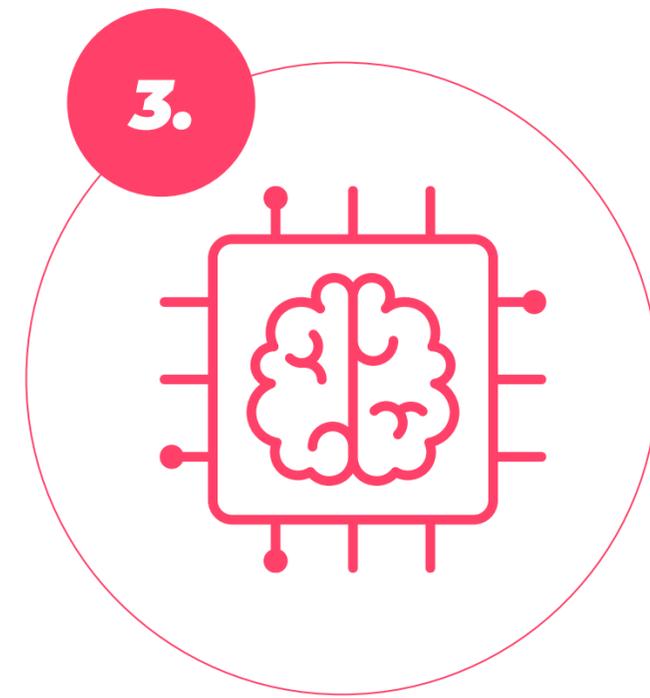
STAGE 3: AGENTS & AGENTIC WORKFLOWS



LLMS
Prompts + Copy-paste era



SYSTEMS
Make + Airtable + API



AGENTS
Agentic workflows

THE 8020 BRAIN: AN AI THAT ACTUALLY KNOWS MY BUSINESS



Client Database

Clients with detailed profiles: industries, KPIs, goals, campaign structures, guidelines etc.



Google Ads MCP

Livedata-no exports, no copy-paste, no spreadsheet gymnastics



Email & Calendar Access

Reads my newsletters, meeting notes, client communication



Business Context

SOPs and processes, Team Structure + Strengths, Corporate Design

STAGE 3 - TODAY: BUILDING NEW SEARCH CAMPAIGNS

IN THE AGENT ERA

Est. Time:
Ready in
Minutes

```
$ build new search campaign for [client]
Reading client profile & tone of voice...
Scraping landing page...
Generating keyword themes...
Creating ad groups & RSAs...
Building sitelinks & callouts...
Flagging: no pricing on LP - include in ads?
Campaign: 4 ad groups, 12 RSAs, 8 extensions
✓ Ready for review
```

WHAT IT ACTUALLY LOOKS LIKE INSIDE THE BRAIN

Erstelle eine BU-Search-Kampagne für d... +

NB_GA_EX_BU_Schüler	2,58 €	1.052	2.715 €	12	62,2%
NB_GA_EX_BU_Longtails LP-Test	7,40 €	437	3.233 €	19	23,9%
BK_GA_EX_BU_Leads LP-Test	0,83 €	555	463 €	21	92,3%

Berechnete Kennzahlen

Metrik	Wert
Ø CPC (BU Search)	~5,44 € (gewichtet)
Ø CPC (Hauptkampagnen)	~7,30 €
Ø CPA	~181 €
Search Impression Share	20-57% (viel Potenzial)
Gesamt BU-Search-Spend/Monat	~24.462 €

Budget-Empfehlung (datenbasiert)

Szenario	Budget/Tag	Klicks/Tag	Conv./Monat (est.)	Bewertung
50-€/Tag	50 €	~7 Klicks	~8	Zu wenig für Learnings
Minimum	150 €/Tag	~21 Klicks	~25	Ausreichend für Datensammlung
Empfohlen	200 €/Tag	~27 Klicks	~33	30+ Conv. → Smart Bidding lernt
Ambitioniert	300 €/Tag	~41 Klicks	~50	Schnellstes Learning, SIS-Wachstum

Empfehlung: 150-200 €/Tag. Bei Ø CPC von 7,30 € braucht die Kampagne mindestens 20+ Klicks/Tag um innerhalb von 2-4 Wochen genug Conversion-Daten für die Gebotsstrategie zu sammeln. Die aktuelle Search Impression Share (20-57%) zeigt deutlich: Es gibt Nachfrage, die aktuell nicht bedient wird.

Das ist der "next level" Moment für dein Screen Recording: Der Agent zieht sich echte CPCs aus dem Account und rechnet daraus eine Budget-Empfehlung - statt eine Zahl zu erfinden. Soll ich jetzt den **gesamten Durchlauf auf Englisch** neu schreiben - mit dieser datenbasierten Budget-Empfehlung als Highlight?

Yes do it! Ich starte schonmal das Recording

* Moseying...

Queue another message...

Ask before edits | google-ads-editor-bu-kampagne.csv | 72% used

THE BEST THING ABOUT IT? NO CODING SKILLS NEEDED

WHAT YOU'LL NEED

TOOL STACK

 Claude Code

 CURSOR

YOUR ACTUAL BRAIN

- YOUR TOOLS
- YOUR SOPS + PROCESSES
- YOUR EXPERTISE
- YOUR CLIENT INFO ETC.

SAME PROCESS. DIFFERENT EXECUTION.

ONE TASK THROUGHOUT THE 3 STAGES

STAGE 1: PROMPTS

I write each prompt
I copy each output
I connect the dots

~5-6 hours

STAGE 2: SYSTEMS

I press 'Run'
System follows my steps
I review the output after every step

2-3 hours

STAGE 3: AGENTS

I describe the goal
Agent plans +
executes I review +
decide

30 min generation + check

The process itself is identical. Who does each step - that's what changed.

Tools change all the time. Ask yourself: What do **you** need when they do?

 **YOUR PROCESSES**
don't expire

WHAT CHANGES BETWEEN STAGES

	STAGE 1: PROMPTS	STAGE 2: AUTOMATION	STAGE 3: AGENTS
Your role	Driver (you type, it responds)	Designer (build once, runs repeatedly)	Manager (set goal, agent plans)
Tools	ChatGPT, Gemini, Claude	Make, Airtable, APIs	Claude Code, MCP, Agent SDKs
Context	Re-supply every session	Fixed in workflow templates	Persistent memory across tasks
Output	Text you copy-paste	Structured data in your systems	Actions taken on your behalf
Skill needed	Prompt engineering	Process design + API basics	System thinking + SOP writing



The campaign creation prompts from Stage 1 became the **SOP we wrote for Stage 2 which became the agent's instruction (**skills**) for Stage 3.**

Clear and documented processes are the bridge between every stage.

REALITY CHECK

WHERE THINGS ACTUALLY STAND FOR US RIGHT NOW

WORKING TODAY



- Analysis & reporting
- RSA & copy generation
- Structured audits
- Search term classification & keyword research
- Landing Pages

PROMISING



- Multi-step workflows
- Automated A/B testing
- Cross-platform coordination
- Proactive optimization

LINKEDIN HYPE



- Fully autonomous management
- "Set it and forget it"
- AI replaces PPC managers

HANDS ON: WHAT YOU CAN DO NEXT MONDAY

SUMMARY, GLOSSARY & CHECKLISTS



FRIENDS OF SEARCH 2026 · AMSTERDAM

AI for PPC Teams: A Practical Glossary

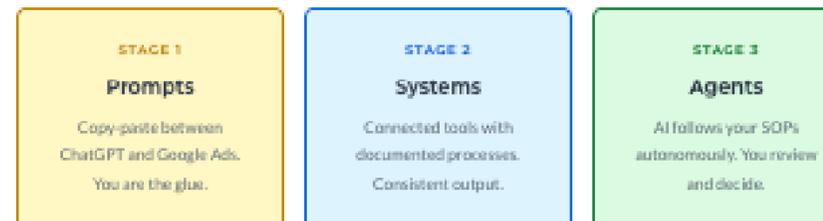
Every term you heard in the talk, explained simply. Plus: a template to document your own processes.

By **Cindy Ebner**, Head of Paid Search @ Kosch Klank Performance

This glossary is a companion to the talk "How AI Builds PPC Campaigns Today & What Agents Could Do Tomorrow." It explains the key concepts, shows what each one looks like in practice, and gives you a template to start documenting your own processes on Monday.

CONTEXT

The Three Stages of AI in PPC



"The only thing that survived each rebuild was our understanding of our own processes."

GLOSSARY

Key Terms Explained

Prompt

An instruction you give to an AI model.

A prompt is any text you type into ChatGPT, Claude, or similar tools to get a result. It can



EXPERTS WORTH FOLLOWING

MIKE RHODES, BOB MEIJER & MILES MCNAIR



 **Mike Rhodes**

LEARN MORE ABOUT
THE BRAIN AND
JOIN ADS TO AI!



 **Bob Meijer**
 **Miles McNair**

A COMPLETE AI AGENT
SYSTEM IN 5 DAYS WITH
50+ READY-MADE GOOGLE
ADS SOPS ("PPC MASTERY
OPERATING SYSTEM")



AI MAKES OUR WORK NOT JUST FASTER. IT **CHANGES IT.**

**YOUR PPC
EXPERTISE**

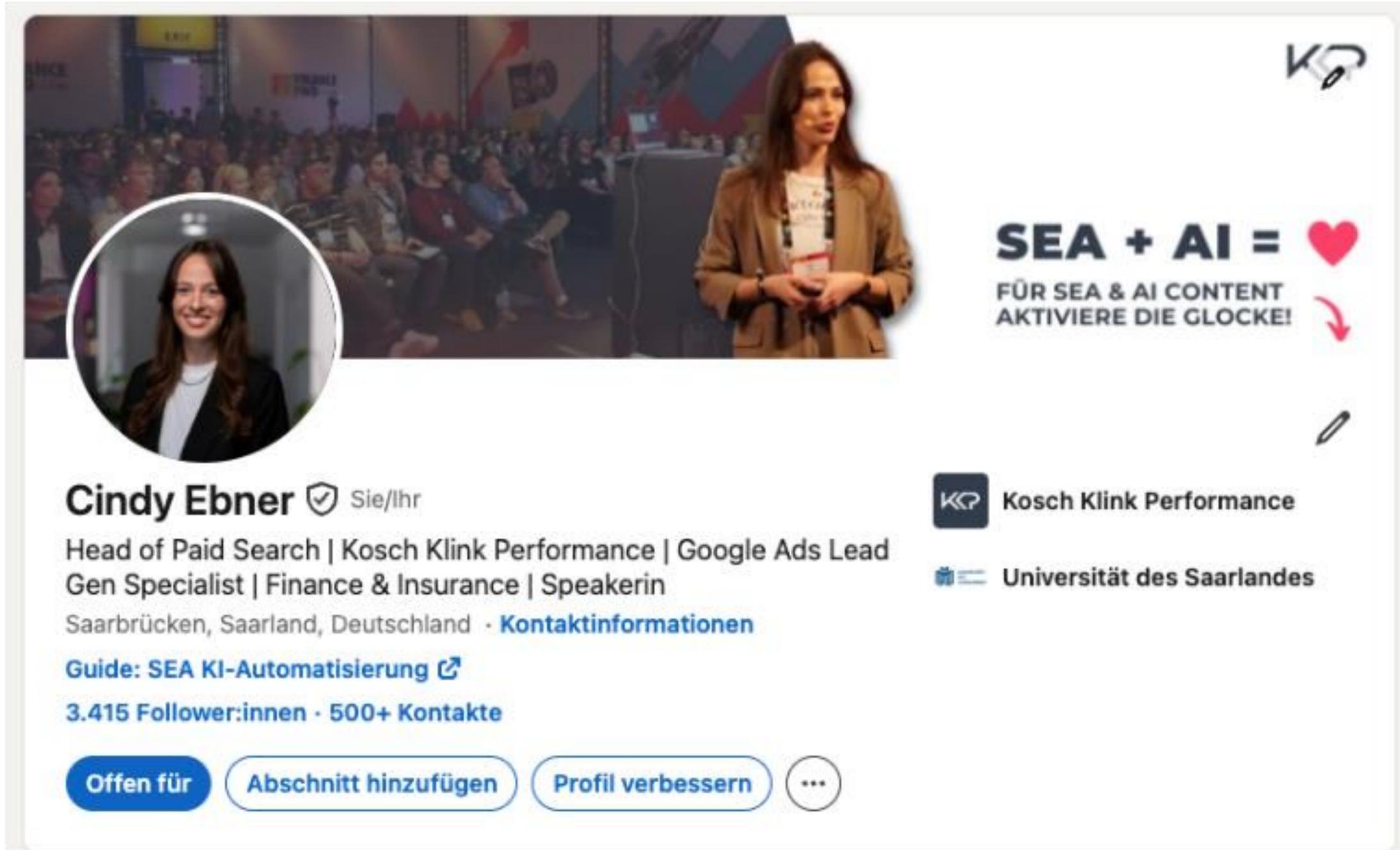
- Competitive analysis & positioning
- Landing page audits & CRO
- Offer optimization
- Product-market fit analysis
- Multi-market research

AI didn't just speed up our job.
It expanded what our job could be.

OUR WORK IS CHANGING. THERE'S NO GOING BACK.

*Tools will keep
changing. **What you
know about your own
work doesn't.***





The image shows a LinkedIn profile for Cindy Ebner. At the top, there is a banner image of her speaking at a conference. Below the banner is a circular profile picture of her. To the right of the banner, there is a KCP logo and a call to action: "SEA + AI = ❤️ FÜR SEA & AI CONTENT AKTIVIERE DIE GLOCKE!" with a red arrow pointing down. Below the profile picture, her name "Cindy Ebner" is displayed with a verified badge and "Sie/Ihr". Her job title is "Head of Paid Search | Kosch Klink Performance | Google Ads Lead Gen Specialist | Finance & Insurance | Speakerin". Her location is "Saarbrücken, Saarland, Deutschland" and there is a link for "Kontaktinformationen". Below that is a link for "Guide: SEA KI-Automatisierung" and her follower count "3.415 Follower:innen · 500+ Kontakte". At the bottom, there are three buttons: "Offen für", "Abschnitt hinzufügen", and "Profil verbessern", followed by a three-dot menu icon.



THANK YOU!



*LET'S ANSWER YOUR
QUESTIONS!*