

The Ultimate Sponsored Profile Checklist

Follow these essential steps to get started with Pay-Per-Click (PPC) campaigns



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Campaign preparation

Define your goals

Before launching your campaign, define your brand-building and lead-generation goals and align them with key performance indicators across the funnel to ensure you're able to measure what matters to your business.

Not sure how to get started? Use our [PPC campaign calculator](#) to determine your target cost per click.

Optimize your Sponsored Profile

Ensure your [profile](#) is complete and includes a comprehensive product description and list of features, product screenshots and videos, pricing and free trial details, integration support, and fresh customer reviews.

Be transparent about your pricing options and plans. Pricing is the number one factor buyers care about when searching for software.*

*Gartner Digital Markets 2024 Software Buying Behavior Survey (n: 2,499)



Collect fresh reviews

Launching a [review collection campaign](#) on our platform every 6 months can help you increase buyer reach and drive higher click-through rates from your Sponsored Profile. You can also become eligible for reviews-driven content, like the Capterra Shortlist badge.

Update account user permissions

Ensure the right people are added to your account and have PPC bidding and review management [user permissions](#). These users will receive notifications about how your campaign budget is pacing, when click volume has decreased, or when a new review has been published.

Establish a lead management process

Collaborate with sales stakeholders to ensure all [leads will be actioned and nurtured](#) appropriately to maximize campaign ROI.

Campaign setup

Select your best-fit categories

Connect with your account representative to [select best-fit categories](#) for your Sponsored Profile and get your product or service in front of the right buyers. Use recommendations in your account dashboard to identify new category opportunities for your campaigns.

Create a high-converting landing page

Ensure your campaign landing page is [optimized for conversions](#) by including a strong headline and value proposition that aligns with the category, a lead form and CTA at the top of the page, product features and benefits, and compelling social proof content.

Visit our Help Center to learn more about [landing page setup](#) and best practices.

Build your targeting mix

Segment your audience by software categories and countries. [Adjust your location targeting in your account](#) or work with your account representative to ensure your campaign is targeting the right audience.

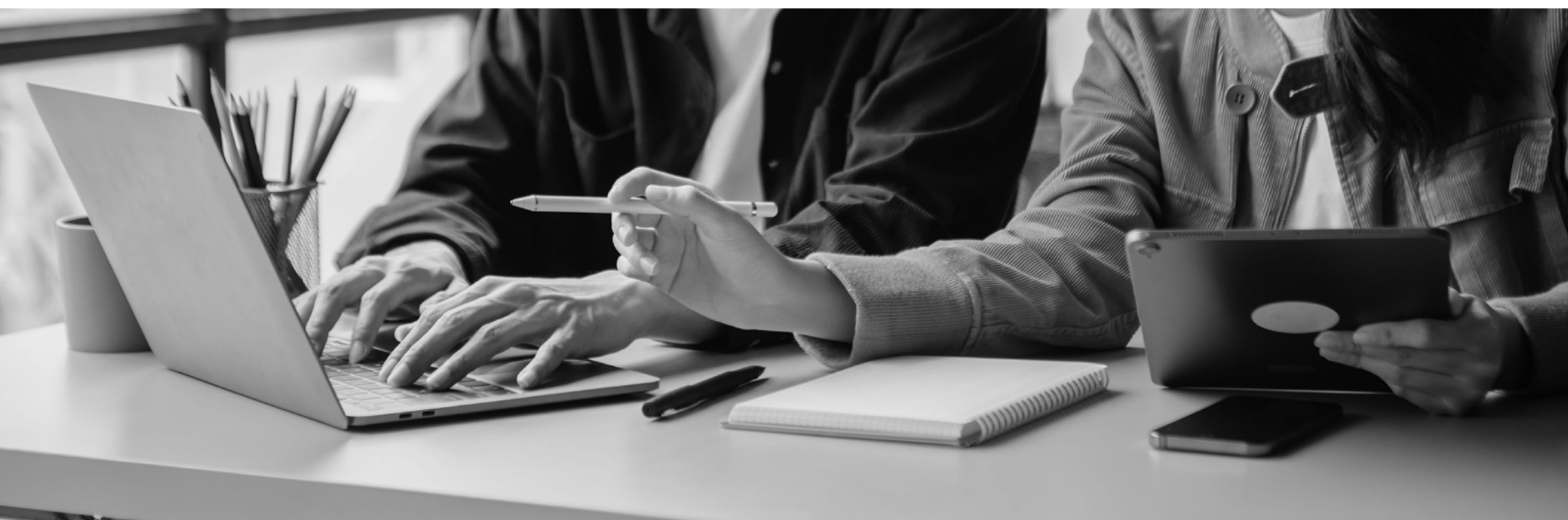
Determine your bid and budget strategy

The volume of traffic you receive is heavily influenced by the budget and bidding strategy you set. [Establish a monthly budget](#) for your PPC campaigns and set sustainable bids according to your business goals.

Install tracking

Effective tracking is essential for measuring your campaign performance. [Install conversion tracking](#) on your landing page to measure the number of leads that convert on your site and gain insight into the categories, countries, and channels (Capterra, Software Advice, and GetApp) producing the most valuable customer activities.

Don't forget to apply Source Tracking to your campaign to measure impact across channels. [Follow these steps](#) to get started.



Campaign activation

Submit your PPC campaign request

Once your Sponsored Profile is set up for success—you're ready to go live with your PPC campaign.

Visit the "PPC Bidding" tab in your account and click "Request PPC Campaign." [Follow the steps](#) to set up your PPC campaign details and submit your request.

Schedule an activation call

Once your campaign request is submitted, an account representative will reach out to schedule an activation call to review your campaign setup and turn on the campaign.

Get connected with your support team

Once your campaign goes live, your account representative will connect you with your support team to schedule an onboarding call and ensure you're set up for success.

Campaign optimization

Monitor key metrics

Once you've activated your PPC campaign, you should begin monitoring key metrics in your [account dashboard](#), including brand views share, clicks, click share, conversions, and your overall spend to understand the health of your campaign.

Report on campaign performance

To help you assess campaign impact over time, use the ["Click Report"](#) in your account. You can compare performance over different time periods and get a detailed view of conversions on a monthly basis.

Adjust your bids and budget

In a dynamic auction, your campaign is subject to real-time changes that may affect how quickly you use your budget. Use your “PPC Budget Status” dashboard to monitor how your budget is pacing each month and adjust as needed.

If you’re exhausting or underutilizing your budget, use [automated bidding](#) to optimize your bidding strategy and keep your campaign active all month.

Grow your campaign

Discover personalized insights and uncover new expansion opportunities available in your account dashboard and “PPC Bidding” tab. Recommendations may include adding categories based on your product’s relevancy and entering new markets by bidding in new countries.

Ready to get started with PPC campaigns?

Log in to your account to submit your PPC campaign request or connect with your account representative today.

[Go to My Account](#)



Need more information? Visit the [Help Center](#) for more resources and articles about how to set up your PPC campaign for success.