

[Your Full Name]

[Your Phone Number]

[Your Email Address]

[Your LinkedIn Profile URL]

[Date]

[Hiring Manager Name]

[Company Name]

[Company Address]

Re: PPC Analyst Application - Referral by [Referrer Name]

Dear [Hiring Manager Name or "PPC Hiring Team"],

I am writing to express my enthusiastic interest in the PPC Analyst position at [Company Name], as recommended to me by [Referrer Name], who currently serves as [Referrer's Job Title] within your organization. Having followed [Company Name]'s growth in the [Industry] sector, I am eager to bring my data-driven approach to your performance marketing team.

In my current role at [Current/Previous Company], I manage a monthly ad spend of [\$ Amount] across Google Ads and Microsoft Advertising. My core focus has been on [mention key skill: e.g., keyword expansion, A/B testing, or conversion rate optimization], which resulted in a [Percentage]% increase in ROAS and a [Percentage]% reduction in CPA over the last [Time Period]. I am highly proficient in [Tools: e.g., Google Analytics 4, Tag Manager, Excel/SQL] and enjoy translating complex datasets into actionable growth strategies.

[Referrer Name] has spoken highly of the collaborative culture at [Company Name] and the team's commitment to [specific company value or project]. I am confident that my technical skills in campaign architecture and bid management align perfectly with your current goals for [mention a specific company goal or platform].

Thank you for your time and for considering my application. I have attached my resume for your review and look forward to the possibility of discussing how I can contribute to [Company Name]'s continued success.

Best regards,

[Your Name]