Adtunez: An AI-Driven PPC Management Platform to Help Marketers Prevent Costly Campaign Errors

Adtunez is a PPC management software designed to simplify complex PPC workflows, including budget tracking, auditing, and automated reporting.
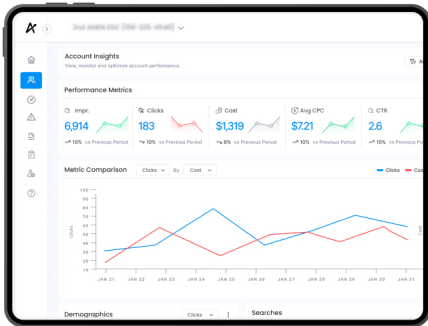
CHANDIGARH, PUNJAB, INDIA, December 18, 2025 / EINPresswire.com/ -- Adtunez, a [PPC management software](#) built in Mohali, Punjab, is designed to help digital marketers, agencies, and in-house teams monitor advertising performance, budgets, and campaign health. The platform focuses on identifying preventable issues through account-level monitoring, such as zero impressions, budget overspending, performance drops, and missed optimization opportunities.

The AdTunez dashboard uses AI to analyze PPC accounts based on practical performance rules, helping marketers identify risks, gaps, and opportunities.

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> Adtunez is built on real agency experience. Working closely with PPC teams, we identified gaps other tools miss—helping teams audit faster, manage better, & communicate performance clearly."
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> *Harsh Chambial, Founder Of Adtunez*

As the PPC ecosystem continues to grow in complexity, marketers have traditionally relied on manual monitoring, spreadsheets, and repetitive checks to manage multiple campaigns. These time-consuming processes increase the risk of human error and delayed responses to critical issues. To address such operational challenges, Adtunez centralizes reporting, delivers AI-driven alerts, and provides centralized visibility within a single platform.

The software includes an accounts module, allowing users to view and manage multiple advertising accounts from a single dashboard. Account-level performance data is presented in a consolidated format to support

comparative analysis and ongoing monitoring across active accounts.

Under the campaigns section, users can access multiple campaigns at the ad group level, review performance metrics, and identify operational issues. This structure supports routine campaign checks and helps teams track performance changes across campaign elements.
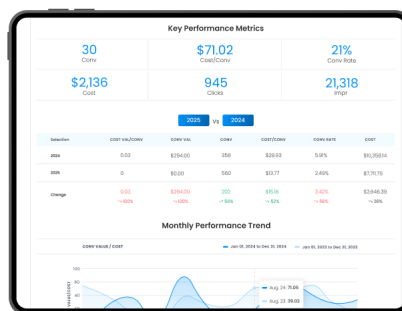
Adtunez also includes a Manage Alerts feature that enables users to configure the rule-based alerts tied to specific KPIs. These alerts notify users based on predefined conditions such as impressions, performance indications, and account-level anomalies.

Smart reporting automation is an important feature of Adtunez that reduces reliance on manual data compilation and spreadsheet-based workflows. It also aids in generating client-ready reports automatically, allowing teams to shift their focus from administrative work to building effective strategy and performance improvement. Users can also schedule reports on a weekly, monthly, quarterly, or yearly basis.

The budget monitoring and pacing control tool enables users to track their real-time spend across accounts and campaigns, flagging overspending, underspending, and pacing deviations while helping teams identify budget-related issues. It supports maintaining consistent spending controls throughout the campaign lifecycle.

With AI-powered optimization suggestions, users can evaluate the campaign trends and performance patterns, recommending bid adjustments, negative keyword additions, irrelevant placement removals, and other actionable improvements. These insights allow business users to

PPC Reporting Software

AdTunez is an AI-powered PPC reporting software that turns complex ad data into clear, actionable insights for teams and decision-makers.

AdTunez helps agencies deliver consistent, insight-driven PPC reports that are easy to understand from account managers to business owners.

support more efficient campaign optimization while maintaining consistent performance.

To support the proactive campaign management, Adtunez generates personalized real-time alerts based on custom KPIs, immediately notifying users of sudden drops in terms of impressions, underperformance, and tracking inconsistencies. This enables faster intervention before issues escalate.

Having a centralized and intuitive PPC dashboard allows users a complete bird's-eye view of all active accounts. It helps them analyze performance trends, spending projections, and historical data, which are visualized, helping teams to identify recurring issues, seasonal shifts, and optimization opportunities.

In addition, Adtunez enables 24/7 monitoring and automated auditing to ensure campaigns remain compliant, optimized, and error-free. It has a built-in auditing tool that detects misfiring keywords, missing assets, and budget anomalies, reducing reliance on constant manual checks.

About Adtunez

Adtunez is a PPC management and automation platform that is developed in Mohali, Punjab, India. It provides a tool for campaign oversight, real-time alerting, performance reporting, auditing, budget monitoring, AI-driven insights, and a centralized PPC management dashboard.

Adtunez was shaped by real agency experience, not assumptions," said Harsh Chambial, Founder of Adtunez. By working closely with PPC experts and agency teams, we identified gaps that existing PPC tools overlook. Our focus is on practical use cases that help teams audit faster, manage better, and communicate performance clearly to both marketers and business leaders.

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