

## PAID ADVERTISING PLANS (PPC - Search Plans)

Our below Pay Per Click based plans are specifically for ads on the Search network in Google or Bing. If you want your client's text based ad to show up at the top of the searches and have professionals manage the keyword based ad campaigns for you then these are the plans for you!

| PPC - SEARCH PLANS<br>Deliverables                        | TRAFFIC          | STANDARD         | POWER          | DYNAMIC        | ULTIMATE       |
|---|------------------|------------------|----------------|----------------|----------------|
| <b>One Time On boarding Fee**</b>                         |                  |                  |                |                |                |
| <b>Monthly Management Fees</b>                            |                  |                  |                |                |                |
| <b>Search Engine</b>                                      | Google or Bing   | Google or Bing   | Google or Bing | Google or Bing | Google or Bing |
| <b>Search Network</b>                                     | ✓                | ✓                | ✓              | ✓              | ✓              |
| <b>Conversion Tracking</b>                                | ✓                | ✓                | ✓              | ✓              | ✓              |
| <b>Click Fraud Monitoring (NEW)</b>                       | -                | ✓                | ✓              | ✓              | ✓              |
| <b>Form Tracking (NEW)</b>                                | -                | ✓                | ✓              | ✓              | ✓              |
| <b>Reporting</b>  |                  |                  |                |                |                |
| <b>Agency Platform Reporting &amp; Customer Dashboard</b> | ✓                | ✓                | ✓              | ✓              | ✓              |
| <b>Month 1 Setup Report</b>                               | ✓                | ✓                | ✓              | ✓              | ✓              |
| <b>Weekly Report</b>                                      | ✓                | ✓                | ✓              | ✓              | ✓              |
| <b>Monthly Report</b>                                     | ✓                | ✓                | ✓              | ✓              | ✓              |
| <b>Call Support</b>                                       | Scheduled Calls* | Scheduled Calls* | ✓              | ✓              | ✓              |

\*\*One Time On boarding Fee can be waived if your existing Google Ads account is setup properly



# RETARGETING PLANS

Our retargeting plans can be added onto an existing PPC campaign or ran alone. Either way, retargeting is essential to any digital marketing campaign. Upto 95% of traffic to your client's website will not convert or engage and there is only one way to target those visitors after they leave the website! With retargeting, we will make sure to continue to show banner display ads to visitors who have visited your client's website and we can target these graphic based ads on over 2 million websites! We can even setup and manage different retargeting ads based on what pages the website visitor landed on!

| RETARGETING PLANS<br>Deliverables  | BASIC    | MOST POPULAR<br>SMART | STALKER    |
|--|----------|-----------------------|------------|
| <b>Maximum Ad Spend</b><br>(Not part of plan - funded separately)  | Up to \$ | Up to \$              | Up to \$   |
| <b>Month 1 setup</b>   |          |                       |            |
| Account Setup  | ✓        | ✓                     | ✓          |
| Remarketing Tag Installation   | ✓        | ✓                     | ✓          |
| Page Specific Retargeting  | -        | 5 Pages               | 10 Pages   |
| Display Network  | GDN      | GDN                   | GDN+Adroll |
| Image Ads  | 1        | 4                     | 8          |
| Google Display Banners   | 1        | 2                     | 3          |
| <b>Ongoing Monthly</b>   |          |                       |            |
| New Banner Creations   | -        | ✓                     | ✓          |
| New Google Display Banners   | -        | ✓                     | ✓          |
| A/B Ads Split testing  | -        | ✓                     | ✓          |
| Placement Optimization   | Basic    | Advanced              | Advanced   |
| <b>Reporting</b>   |          |                       |            |
| Weekly Reporting   | ✓        | ✓                     | ✓          |
| Monthly Reporting  | ✓        | ✓                     | ✓          |
| If we cannot turn on remarketing in 1 month, we would run display campaign till cookies are generated. Then switch to remarketing. |          |                       |            |

# PPC E-COMMERCE PLANS

Our Commerce based PPC plans are for clients who have Ecommerce websites and sell products online. Utilizing a Google Shopping Campaign and Google merchant centre we setup, manage and continually optimise PPC campaigns specifically for Commerce websites. We can even setup a shopping data feed!

| PPC E-COMMERCE PLANS<br>Deliverables           | E-PLAN 1   | E-PLAN 2  | E-PLAN 3  |
|--|--|---|---|
| <b>Management Fees</b>                         | \$/Month   | \$/Month  | \$/Month  |
| <b>Search Engine</b>                           |  |  |  |
| <b>Products</b>                                | 0-50   | 50-500  | 500-1000  |
| <b>Google Shopping Campaign Setup</b>          | ✓  | ✓   | ✓   |
| <b>Google Merchant center account Creation</b> | -  | ✓   | ✓   |
| <b>Shopping Data Feed Setup</b>                | Call Us for Quote  | Call Us for Quote   | Call Us for Quote   |
| <b>Conversion Tracking Setup</b>               | -  | ✓   | ✓   |
| <b>Optimizing Keywords</b>                     | -  | ✓   | ✓   |
| <b>Analytics Setup and Linking</b>             | ✓  | ✓   | ✓   |
| <b>Analytics Funnel Tracking Setup</b>         | -  | ✓   | ✓   |
| <b>Analytics Ecommerce Tracking Setup</b>      | -  | ✓   | ✓   |
| <b>Reporting</b>                               |  |   |   |
| <b>Weekly Reporting</b>                        | ✓  | ✓   | ✓   |
| <b>Revenue Report (Monthly)</b>                | ✓  | ✓   | ✓   |
| <b>Monthly Reporting</b>                       | ✓  | ✓   | ✓   |

# PPC DISPLAY PLANS

For the best Pay per click branding and traffic generation service, look no further than our PPC Display Add on. On our Display Add on we create graphical banner ads and “display” them on an expansive network of websites online. With over 2 million websites in the display network, we are able to selectively display ads for your clients based on location, website relevance, intent, interest, topic, and conversion metrics and even based on the device the user is on!

| PPC DISPLAY PLANS<br>Deliverables  | PLAN - 1         | MOST POPULAR<br>PLAN - 2 | PLAN - 3          |
|--|------------------|--------------------------|-------------------|
| <b>Maximum Ad Spend</b><br>(Not part of plan - funded separately)            | Up to \$         | Up to \$                 | Up to \$          |
| <b>Setup and On-Going Activities</b>   |                  |                          |                   |
| Account Setup  | ✓                | ✓                        | ✓                 |
| Display Network  | GDN              | GDN                      | GDN               |
| Image Ads  | 1                | 4                        | 10                |
| Google Display Banners   | 1                | 2                        | 5                 |
| Ads Optimization   | -                | ✓                        | ✓                 |
| Placement Optimization   | ✓                | ✓                        | ✓                 |
| Managed Placements   | -                | -                        | ✓                 |
| Keyword Targeting (Content Based)  | Up to 5 Keywords | Up to 10 Keywords        | Up to 30 Keywords |
| Geographic Bidding   | -                | ✓                        | ✓                 |
| Device Bidding   | -                | ✓                        | ✓                 |
| Demographic Bidding  | -                | ✓                        | ✓                 |
| Interest Based Targeting   | -                | ✓                        | ✓                 |
| Intent Based Targeting   | -                | -                        | ✓                 |
| Topic Targeting  | -                | -                        | ✓                 |
| <b>Reporting</b>   |                  |                          |                   |
| Weekly Reporting   | ✓                | ✓                        | ✓                 |
| Monthly Reporting  | ✓                | ✓                        | ✓                 |
| NOTE: Creating additional banners from our end would attract additional cost |                  |                          |                   |