

PACKAGES

PAY PER CLICK

PAY PER CLICK PACKAGES	STANDARD	PREMIUM	EXPERT
	\$600 ^{/PM} Upto \$3000 Budget/Month	\$1000 ^{/PM} For \$3001 to \$5000	\$1400 ^{/PM} From \$5001 - \$10000
ACTIVITES			
Campaign Set Up (Based on Products/Services)	Upto 3	Upto 5	5+
Advertising Platforms	Google	Bing + Google	Bing + Facebook + Google
Targeted PPC Networks	Search Only	Search & Display	Search + Display + Shopping
Number of Keywords	Upto 100 (Based on Services)	Upto 500 (Based on Services)	1000+ (Based on Services)
Ad Text	Text Ad Only	Text + Dynamic Ads + Image	Text + Mobile Ads + Shopping
Geo targeting Setup	Yes	Yes	Yes
Conversion Tracking	Yes	Yes	Yes
CAMPAIGN MANAGEMENT			
Quality Score Improvements	Yes	Yes	Yes
Competitor Analysis	No	Yes	Yes
Initial Estimate Report	Yes	Yes	Yes
Landing Page Recommendation	Yes	Yes	Yes
Google Analytics Set-up	Basic	Advance	Advance + Ecommerce Tracking
ROI Management	No	Yes	Yes
CTR Analysis	Yes	Yes	Yes
Keywords Bids & Match Type Optimization	Yes	Yes	Yes
Ad Copy Optimization	Yes	Yes	Yes
A/B Testing	No	No	Yes
Strategic Bid Management	Basic	Advance	Advance + Rule Based
Remarketing Campaign	No	Standard	Advance + Rule Based
Monthly Reporting	Yes	Yes	Yes
PPC SUPPORT			
Chat Support	Yes	Yes	Yes
Remarketing Campaign	Yes	Yes	Yes
Phone Support	No	No	Yes