

SERVICE	GOOGLE ADS	MICROSOFT ADS	FB/IG ADS	LINKEDIN ADS	DISPLAY / ABM
Account Limit	1	1	1	1	1
Campaign Limit	5	5	5	5	5
Ongoing Monthly Retainer	\$1,750 for the first account and then \$1,000 for each additional account. For example, if you have one Google Account and one Microsoft Ads account, that would be \$1,750 + \$ 1,000. If you have one Google Ads account and one LinkedIn account, that would be \$1,750 + \$1,000. If you run Google Ads, Microsoft Ads, LinkedIn, and Facebook (each channel having one account and a max of 5 campaigns), that would be \$1,750 + \$1,000 + \$1,000 + \$1,000.				
Weekly Data Calls: Review campaign changes every 7 days	\$750 Additional Per Month				
Initial Campaign Development, Strategy & Implementation (one-time fee)	\$1,795 - Same strategy applied on both search engines		\$500.00	\$1,500.00	Request Quote
Advance Keyword Research & Selection	X	X			
Industry Analysis	X	X	X	X	X
Competitor Analysis	X	X	X	X	X
Benchmark Development	X	X	X	X	X
Goal Tracking / Analytics Integration	X	X	X	X	X
Account Settings Monitoring	X	X	X	X	X
Client To Retain Admin Access	X	X	X	X	X
Client To Pay Ad Spend Directly	X	X	X	X	X
Ongoing Strategic Recommendations	X	X	X	X	X
SaaS Grid Technology	\$800 per month	N/A	N/A	N/A	N/A



PAID MEDIA PRICING

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Monthly Automated Reporting	X	X	X	X	X
Quarterly Business Review	X	X	X	X	X
45 Min Monthly Catch Up Call	X	X	X	X	X
48 Business Hours Response Time	X	X	X	X	X
Google Customer Match & Audience Match	X				
Standard Remarketing	X	X	X	X	X
CRM Remarketing	X	X	X	X	X
Ongoing Audience Testing & Development	X	X	X	X	X
Display Publisher Contract Negotiations					X
Account Based Retargeting				X	X
Audience Analysis	X	X	X	X	X
Advanced Demographic Targeting	X	X	X	X	X
Ongoing Keyword Development And Tweaking	X	X			
Remarketing Lists For Search Ads	X	X			
Strategic Bid Management	X	X	X	X	X
Set Up And Testing Of Rule Based Bidding	X	X			

Ask us about our bulk pricing model for clients wanting to do paid media and SEO

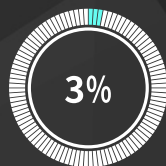


PAID MEDIA PRICING

SERVICE	GOOGLE ADS	MICROSOFT ADS	FB/IG ADS	LINKEDIN ADS	DISPLAY/ABM
Ad Campaign Copywriting	X	X	X	X	
Ad Extension Development	X	X			
Ad Copy Performance Testing	X	X	X	X	
Responsive Display Ad Development	X				
Image Library	Client Supplied				
Standard Display Creative e.g. 300X250	Client Supplied - Or Request Quote - Our Services Start At \$300				
CTV / Video Ad Creative	Client Supplied - Or Request Quote - Our Services Start At \$600				
Ad Format Testing e.g. Carousel vs Single Image			X	X	
Landing Page Performance Testing	Request Quote				
Translation Services	Request Quote				
Tool Costs for Programmatic / ABM	Any tool costs like Adserving, Terminus, Demandbase, etc., used for the delivery of display / Programmatic / ABM etc. will be billed directly to client				
Twitter / Pinterest / TikTok	Request Quote				



SAVE an average of 24%



Google PREMIER Partner



5 out of 5 VERIFIED reviews



25+ Awards of Excellence



Human-Focused Marketing