



# Google Ads

SERVICE PLANS



	PRO	PLUS	PLATINUM	
<b>GOOGLE ADS LIMITS</b>	Included	Included	Included	<b>Description</b>
<b>Budget Requirments</b>	\$0 - \$2,500	\$2,500 - \$5,000	\$5,000+	The monthly budget needed to support your selected service tier.

<b>GOOGLE AD CAMPAIGN TYPES</b>	Included	Included	Included	<b>Description</b>
<b>Search Campaigns</b>	✓	✓	✓	Text ads on Google Search results for specific keywords.
<b>Display Campaigns</b>	✓	✓	✓	Visual banners across the Google Display Network (websites, apps, videos).
<b>Shopping Campaigns</b>	✓	✓	✓	Product ads with images and prices on Google Shopping and other networks.
<b>Video Campaigns</b>	✓	✓	✓	Ads on YouTube and the Google Display Network.
<b>App Campaigns</b>	✓	✓	✓	Ads promoting mobile apps across Google Search, YouTube, and Play Store.
<b>Performance Max Campaigns</b>	✓	✓	✓	Automated campaigns maximizing performance across all Google channels.
<b>Demand Gen Campaigns</b>	✓	✓	✓	Driving demand and conversions on YouTube, Discover, and Gmail.

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GOOGLE ADS SETUP	Included	Included	Included	Description
Campaign Build-Out	✓	✓	✓	Structuring and setting up your Google Ads campaign.
Pixel Installation & Configuration	✓	✓	✓	Setting up tracking pixels to monitor user actions.
Conversion Tracking Setup	✓	✓	✓	Implementing tracking to measure campaign success.
Keyword Research	✓	✓	✓	Identifying the best keywords to target in your ads.
Negative Keywords	✓	✓	✓	Excluding irrelevant keywords to avoid wasted spend
Location Targeting	✓	✓	✓	Defining geographic areas where your ads will be shown.
Audience Targeting	✓	✓	✓	Selecting specific audience segments to reach with your ads.
Ad Copy Creation	✓	✓	✓	Crafting compelling text for your Google ads.
Ad Extensions	✓	✓	✓	Adding extra information to your ads to improve visibility
Budget Recommendations	✓	✓	✓	Suggesting an optimal budget for your campaign.
Retargeting Ads	✓	✓	✓	Creating ads to re-engage visitors who didn't convert.



	PRO	PLUS	PLATINUM	
GOOGLE ADS MONTHLY	Included	Included	Included	Description
Weekly Performance Review & Enhancements	✓	✓	✓	Regularly reviewing and optimizing campaign performance.
Conversion Tracking Audits	✓	✓	✓	Checking and refining your conversion tracking setup.
Landing Page Recommendations	✓	✓	✓	Suggesting improvements to boost landing page effectiveness.
Ad Copy Optimizations	✓	✓	✓	Refining ad text for better engagement and results.
Extension Testing	✓	✓	✓	Testing different ad extensions to enhance ad performance.
Audience Testing	✓	✓	✓	Experimenting with various audience segments to find the best fit
Ad Testing	✓	✓	✓	Running tests on different ad variations to optimize performance.
Budget Management	✓	✓	✓	Overseeing and adjusting budget allocation for optimal spend.
Performance Insights	✓	✓	✓	Analyzing key metrics to understand and improve campaign outcomes.
Monthly Progress Report	✓	✓	✓	Summarizing campaign performance and progress each month.