



**Pay Per Click Management
Price List**

Enterprise Packages	Small	Medium	Large	E-Commerce
E-Monthly Cost	\$289.00	\$499.00	\$738.00	\$839.00
Set up Fees	\$1,600.00	\$1,600.00	\$1,600.00	\$1,600.00
Initializing the Project				
Initial Consultation	Yes	Yes	Yes	Yes
Initial Call Setup	No	Yes	Yes	Yes
Account Setup	Yes	Yes	Yes	Yes
Conversion Code Consultation	Yes	Yes	Yes	Yes
Campaign Optimization				
Keyword Research & Bid Management	1000	2000	5000	Unlimited
Negative Keywords	Yes	Yes	Yes	Yes
A/B Ad Copy Testing	Yes	Yes	Yes	Yes
Day Parting	Yes	Yes	Yes	Yes
Geo- Targeting	Yes	Yes	Yes	Yes
Local Search Campaigns (If Applicable)	Yes	Yes	Yes	Yes
Conversion Tracking	Yes	Yes	Yes	Yes
Other Activities				
Image Ads*	No	1	3	5
Landing Page Consultation*	No	1	3	5
Website Optimizer (If Applicable)	No	No	Yes	Yes
Click Fraud Support	No	No	No	Yes
Mobile campaign setup & bid optimization (If Applicable)	No	Yes	Yes	Yes
Mobile campaign setup (WAP only)* (If Applicable)	No	Yes	Yes	Yes
Google Analytics				
Basic Setup	Yes	Yes	Yes	Yes
Profile Setup	Yes	Yes	Yes	Yes
Advanced Setup Consultation	No	Yes	Yes	Yes
Funnel Tracking Consultation	No	No	Yes	Yes
Analysis & Monitoring	No	Yes	Yes	Yes
Reports				
Weekly Report	Yes	Yes	Yes	Yes
Monthly Report	Yes	Yes	Yes	Yes
Advanced Reports	No	Yes	Yes	Yes
Customer Support				
Email Support	Yes	Yes	Yes	Yes
Conference Call / Telephone	No	1	2	4

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