Google Ads

SERVICE PLANS →

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

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

GOOGLE ADS SETUP	PRO	PLUS	PLATINUM	Description
	Included	Included	Included	
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.

GOOGLE ADS MONTHLY	PRO	PLUS	PLATINUM	Description
	Included	Included	Included	
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.