

DISPLAY AD PPC PLAN COMPARISON

	UNLEASH ME	CONNECT ME	GROW ME
	Realise your full potential with this plan. Great for brand awareness, conversions and sales for e-commerce sites.	Middle weight plan for brand awareness and conversions	Entry level plan that's great for brand awareness only
CAMPAIGN SETUP			
Account Setup	✓	✓	✓
Conversion Code Installation	✓	✓	✓
Google Analytics Setup	✓	✓	✓
Google Analytics Setup-Goal	✓	✓	✓
Geo Target	Reach AU/2 Countries	Reach 2-4 City/States	Reach WA/Perth
Campaign	3	2	1
AdGroups per Campaign	2 - 4	2 - 4	2 - 4
Keyword Research and Selection	500	300	200
Creative Ads Development	✓	✓	✓
Conversion Tracking	✓	✓	✓
	2 image variations x 3 sizes per AdGroup	2 image variations x 3 sizes per AdGroup	2 image variations x 3 sizes per AdGroup
REQUIREMENTS			
Thank You Page	✓	✓	✓
Custom Landing Page	✓	✓	—
<small>*If Landing Page not a requirement a Contact Form must be used</small>			
REPORTING			
Weekly Analytics Report	✓	✓	—
Monthly Report	✓	✓	✓
MEDIA BUDGET			
Media Budget	min. \$1000 - max \$2500	min. \$750	min. \$500
	\$999 + gst	\$599 + gst	\$499 + gst

*All online advertising plans include PC and mobile/tablet devices.

*Image artwork to be provided by the client, copyright ownership certified or else stock art image will be used at an additional cost.

OUR MOST POPULAR PLAN

AD DESIGN - prepare 3 common image format sizes (Medium Rectangle, Leaderboard and Wide Skyscraper)
- prepare 2 image ads variations per AdGroup for initial A/B testing