



GOOGLE DISPLAY ADS

UNLEASH ME

Realise your full

potential with this

heavy hitter for brand

awareness, sales

and ecommerce

WA or Australia Wide

4+

500+

2 image variations x

3 sizes per AdGroup

Weekly

Minimum \$1,500

\$999 ex GST

CONNECT ME

GROW ME

No Setup Fee, No Lock-in Contract

Dedicated Perth Account Manager

CAMPAIGN SETUP

Adwords Account Setup

Conversion Tracking Installation

Google Analytics Setup

Google Analytics Goal Tracking

Advertising Geo Targeting Range

Campaigns and/or Ad Groups

Keyword Group Quantity

Competitor Research

Account Management Optimisation

Creative Ads Development

Middle weight
plan with more
options for
more results
ncreasing reach

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WA (1 state location)

3+ 300+

/

2 image variations x3 sizes per AdGroup

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/

Weekly

Minimum \$750

\$599 ex GST

Entry level plan to maintain a low monthly budget spend

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1

Perth (1 city location)

2+ 200+

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2 image variations x 3 sizes per AdGroup

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/

Weekly

Minimum \$500

\$499 ex GST

REQUIREMENTS

Website: Form Submission Thank You Page *Landing Pages preferred to have a Contact Form or [BUY] button for ecommerce sites.

Website: Targeted Optimised Landing Page(s)

* Ads should not aim to land on home page (too broad)

REPORTING

Google Analytics Dashboard Report

Monthly Report

MEDIA BUDGET

Minimum Monthly Media Budget

MONTHLY MANAGEMENT FEE

*All online advertising targeting includes desktop and mobile/tablet devices.

*Image artwork to be provided by the client. Copyright ownership verified, otherwise additional stock art image costs or photography costs may apply.

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

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