

Pcc management Feature

Monthly PPC spend with PPC networks	Up to \$2,500	\$2,501 to \$5,000	\$5,001+
Keywords in campaign	Up to 400	Up to 2,000	Up to 10,000
Google PPC Network	✓	✓	✓
Bing PPC Networks		✓	✓
Facebook PPC		✓	✓

Google Remarketing		✓	✓
Initial campaign development & strategy	✓	✓	✓
Advanced keyword research	✓	✓	✓
Competitor analysis	✓	✓	✓
Ad campaign copywriting	✓	✓	✓
Ad copy performance testing	✓	✓	✓

Ongoing keyword development and tweaking	✓	✓	✓
Dynamic keyword insertion into ads	✓	✓	✓
Google analytics integration & goal tracking	✓	✓	✓
Results analysis/reporting	✓	✓	✓
Strategic bid management	✓	✓	✓
PPC account settings monitoring (Ex. Geotargeting)	✓	✓	✓

Single account representative	✓	✓	✓
Up to two personal consultations per month	✓	✓	✓
Monitoring clicks, conversions and click fraud activity		✓	✓
Setup and management of rule based bidding		✓	✓
International PPC campaign management		✓	✓
Ecommerce PPC ROI reporting		✓	✓

Landing Page design & implementation		✓	✓
Website conversion analysis reporting		✓	✓
Banner ad design for remarketing		Add \$1,000	1 set included
Facebook remarketing (Includes banner design)			✓
Website conversion analysis implementation			By Quote
Multivariant testing on landing page			By Quote

Multivariant testing ecommerce store & checkout/cart process

By Quote

Monthly performance & analysis reporting