

Ongoing Advertising Campaign

\$499

\$999

\$1499

\$1999

	\$499	\$999	\$1499	\$1999
Keywords	Unlimited	Unlimited	Unlimited	Unlimited
Budget	\$1,000-\$6,000	\$6,000-\$10,000	\$10,000-15,000	\$15,000 +
Geography	USA + Global	USA + Global	USA + Global	USA + Global
Primary Search	Google	Google	Google	Google
Number of Ads	2	4	8	12

Keyword Research	X	X	X	X
Bid Management	X	X	X	X
Quality Score Mgmt	X	X	X	X
Cost Analysis	X	X	X	X
Search Analysis	X	X	X	X
Monthly Reporting	X	X	X	X
Daily Reporting			X	X
Bi Weekly Strategy			X	X
Ad Evaluation			X	X
Conversion Track			X	X
Site Analysis			X	X