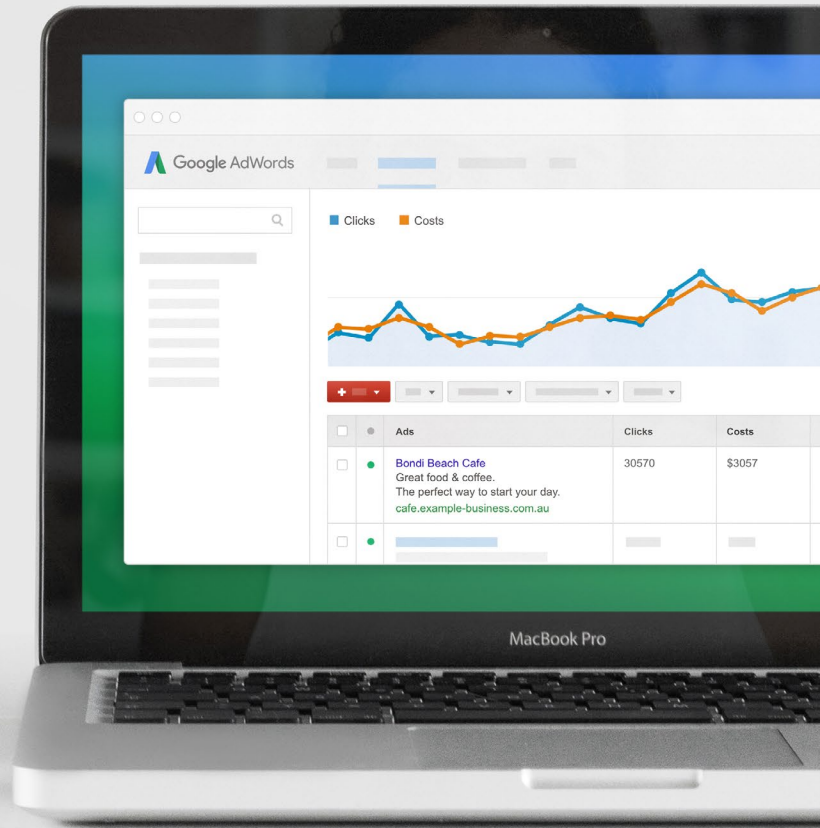




Get more out of Google Ads with expert optimisation.



Google Ads optimisation packages

Maximise results with expert optimisation of your Google Ads campaign.

PACKAGE 1

Lite

\$305 +GST per month

Basic Google Ads campaign optimisation.

- Unlimited ad budget
- Conversion tracking
- Up to 100 keywords and 25 ad groups
- 2 hrs expert analysis and optimisation
- Monthly management
- Monthly report

PACKAGE 2

Standard

\$575 +GST per month

More time to manage large and complex campaigns.

- Unlimited ad budget
- Conversion tracking
- Up to 300 keywords and 50 ad groups
- 4 hrs expert analysis and optimisation
- Fortnightly management
- Monthly report

PACKAGE 3

Premium

\$1115 +GST per month

Regular optimisation for dynamic campaigns.

- Unlimited ad budget
- Conversion tracking
- Up to 450 keywords and 75 ad groups
- 8 hrs expert analysis and optimisation
- Weekly management
- Monthly report

Now let's
take care
of the finer
details...

Unlimited ad budget

Our Google Ads optimisation packages do not include the Google Ads ad budget. How much you spend is entirely up to you, however we recommend spending at least twice as much on ad spend as your optimisation package cost, to ensure there is a good ratio of management to advertising investment. Creative Revolution does not receive any commissions or kickbacks from Google and you will be paying Google directly for your ad spend.

Conversion tracking

During campaign setup we will establish Google Ads conversion tracking which allows us to monitor which ads are converting to business outcomes. Conversions can be sales, leads, phone calls, or visits to key pages (such as contact us).

Keyword and ad group allowances

Each package includes a limit of how many keywords (search terms) and ad groups (ad variations) can be managed. This limit ensures that the scale of the campaign is appropriate to the level of optimisation being undertaken. If you have a larger more complex campaign then you need a greater investment in optimisation to ensure optimum results.

Expert optimisation

The core of your Google Ads optimisation campaign is a monthly allowance of time with our certified Google Ads experts. The time will be spent reviewing keyword targeting, bid levels, ad creative, conversion performance, etc. and undertaking changes to improve overall campaign performance.

Frequency of optimisation

Your campaign will be reviewed and optimised weekly, fortnightly, or monthly depending on your package level. This ensures that your campaign receives the right level of regular attention.

Monthly report

After the end of each month you will receive a report detailing the results achieved with your Google Ads campaign. You will be able to see what activity has been implemented, and how the campaign is performing.

Custom packages available

Do you have unique Google Ads requirements? Got a particularly large or complicated campaign? Need us to manage multiple accounts? Want to bundle Google Ads with other services? We're more than happy to work out a custom package to meet your needs.

- Expert optimisation
- No lock-in contract

Ready to boost your
results? Sign up now!