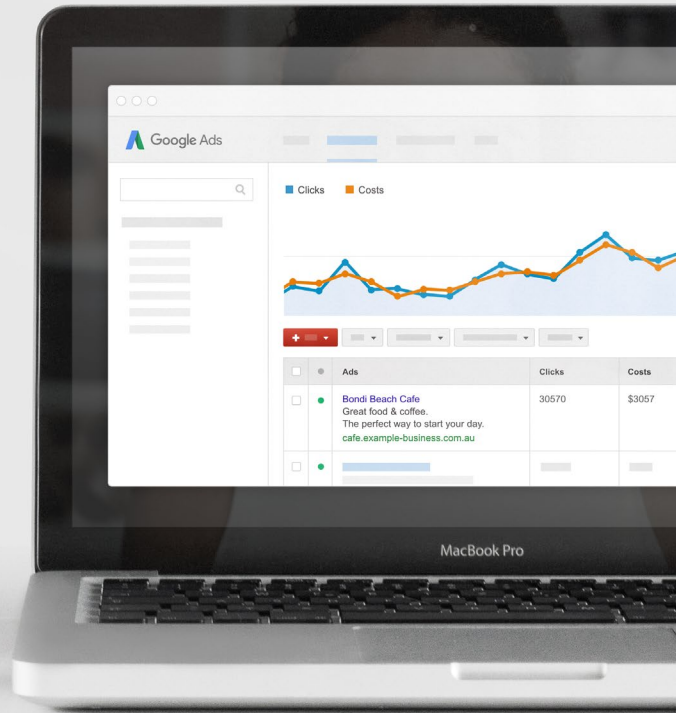




Get more out of Google Ads with expert optimisation.



Google Ads Optimisation Packages

Maximise results with expert optimisation of your Google Ads campaign.

PACKAGE 1

Lite

\$280 +GST per month

Basic Google Ads campaign optimisation.

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

PACKAGE 2

Standard

\$560 +GST per month

Fortnightly optimisation for complex campaigns.

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

PACKAGE 3

Premium

\$1120 +GST per month

Weekly optimisation for dynamic campaigns.

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

Terms of Service

Details of Inclusions

Keyword Research and Campaign Setup

A one-time setup fee of \$560 +GST covers initial keyword research and campaign setup. Keyword research ensures that we are targeting the right high-value keywords for your market. Campaign setup includes connecting to your Google Ads account and setting up Google Tag Manager with Google Analytics for conversion tracking.

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 an 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.

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.

Technical Requirements

In order to provide this service, we need you to have an active Google Ads account with a valid payment method. You will need to grant us agency account access to your account. In addition, we will track conversions on your website with Google Tag Manager. If you already have Google Tag Manager, we will need to be granted access to that, if not, we will create an account and provide instructions for installation.

Google Ads Optimisation Services

Each month Google Ads optimisation is implemented in accordance with the relevant package. Changes are made to geo targeting, keywords, placements, ad copy, target pages, technical settings, conversions, and other campaign settings. These services are conducted by our trained Google Ads professionals and are implemented directly to your account. We operate with the expectation that we are entrusted to optimise your account without the need for your input, meaning there is no drafting and approvals process.

Additional Services

Additional creative, marketing, and web development services outside of the Google Ads account are not included in this service agreement. Additional services may be requested and are charged at the relevant hourly rate. Hourly rates are \$140 +GST for strategy, design, web development and creative, and \$120 +GST for content writing and administration.

Payment Terms

Package fees are charged in advance at the start of the month, covering the current month. Payment terms are 14 days from invoice date. Additional services rendered are charged at the relevant hourly rate and separately invoiced at the end of the calendar month. Hourly rates are \$140 +GST for strategy, design, web development, and creative, and \$120 +GST for content writing and administration.

Package Changes and Cancellations

You can change or cancel your package at any time with 30 days notice in writing. Package changes will take effect from your next bill.