


Steady Budget

Changing the way pay-per-click analysts optimize monthly budgets.

 jon@steadybudget.com

 [steadybudget](https://twitter.com/steadybudget)

Pitch

What is 'PPC' advertising?

PPC = Pay Per Click

Ads related to apartments in Chicago

Apartment In Chicago - Rent.com
www.rent.com/Chicago
Search Apartments in Chicago. Realtime Listings & Availability.
Pet Friendly Apartments Mobile Apps
List Your Property Moving Center

Apartment In Chicago - Free Local Apartment Search
www.apartmentsearch.com/
View free listings and virtual tours!

Apartment In Chicago - Apartments.com
www.apartments.com/Chicago
Chicago Apartments Starting At \$510 View Prices And Availability Now!

Places for apartments near Chicago, IL
Edgar Building City Apartments
www.villagegreen.com
5 Google reviews

NCA City Apartments
www.madcityapartments.com
4 Google reviews

Excelsior Towers
www.preceritofornes.com
Score: 3.7/30 - 45 Google reviews

More results near Chicago, IL »

Hot apartments - Luxury apartments - Low-income apartments - Turnished apartments - Loft apartments
Apartments near Lincoln Park - Wicker Park - Downtown - Wicker Park - Loop

Search Apartment Rentals - Chicago Apartment Finders
www.chicagopartmentfinders.com/
Search for your Chicago IL rental apartment. ... Chicago Apartment Finders - Find Apartments for Rent in Chicago. A free service call 1-888-FINDERS ... Chicago Neighborhoods - Contact Us - Search Results - Lincoln Park

Chicago Apartments - Apartments for Rent in Chicago - Apartment...

Why these ads?



Ads - Why these ads?

Luxury Downtown Living
www.alienpitchdeck.com/
More Square Footage Than Other
Downtown Luxury Apartment!
355 East Ohio Street, Chicago, IL
(312) 596-0366 - Directions

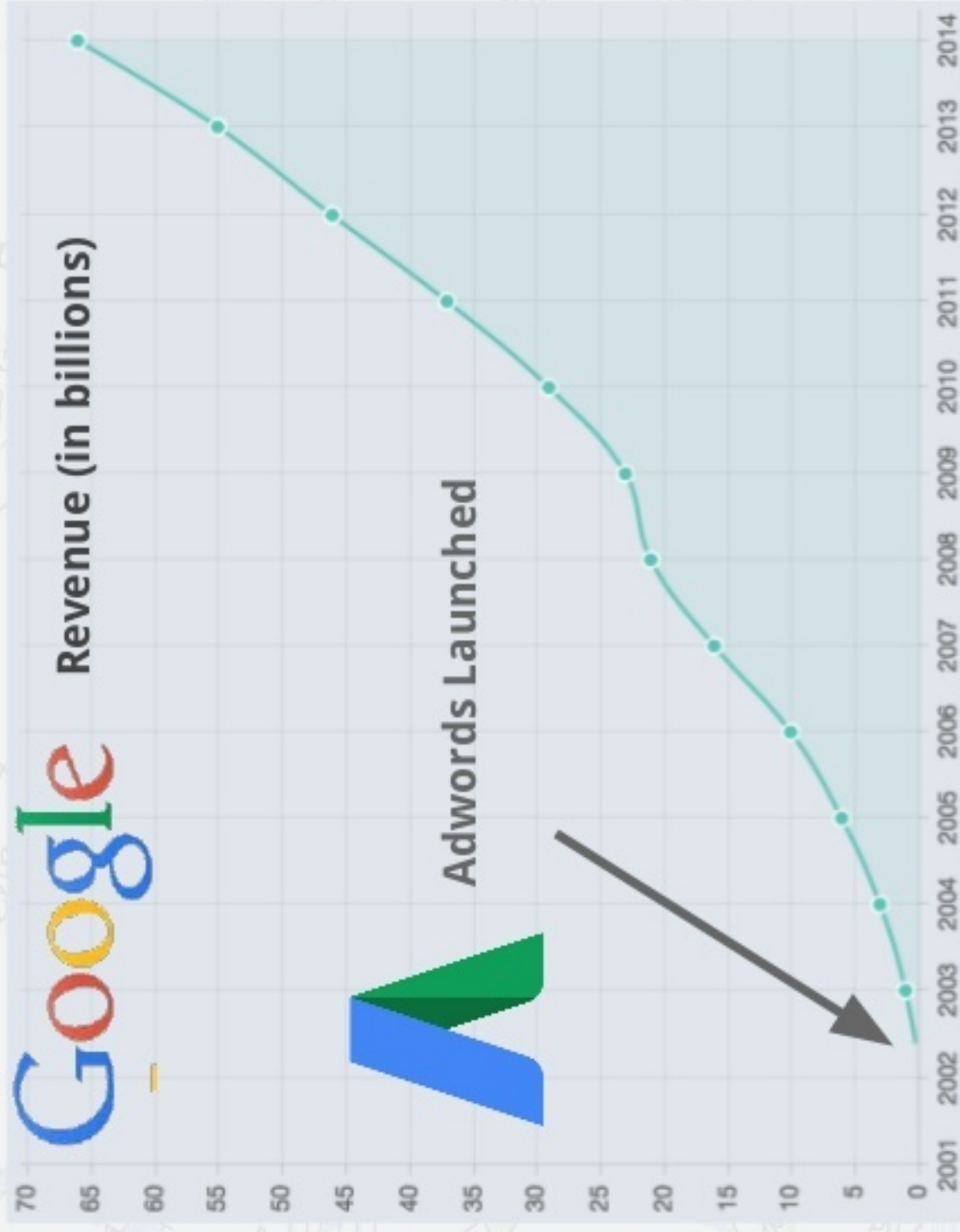
Chicago Flats
www.silver.com/Chicago
Unique Pats in Chicago
Book Your Stay Now From \$35/night

Chicago Apartment Rentals
chicago.rentals.com/
Free list of Chicago Apartments
Full landlord contact info, address

Chicago Apartment Rentals
www.1st-chicago-apartment-rentals.com/
107 W. Sec. 1st & Grand Street
Call 800-301-0700 for Appointment

Chicago Rental Agents
www.turkeygoose.com/
Free Market Analysis. Maximize Rent.
Background Checks. Lease Preparation.
15, 20th North Lincoln Chicago, IL
(773) 899-8888 - Directions

PPC ads in their most traditional form appear on the results page of a search engine like Google.



PPC also core revenue strategy for:



YAHOO!

facebook.

twitter

Digital is on track to replace TV as the largest advertising medium by 2018.

The Growing Complexity of Online Advertising

Google stalks you to provide better ads.

Improved tracking leads to more options for advertisers.

More than ever ad dollars are spread over many platforms increasing complexity.

Google

Bing

YAHOO!

facebook

twitter



TopPitchDeck

Who creates the ads?

Pitch

Our Customers:

Digital Marketing Agencies

GEICO



Agency



\$

Google

YAHOO!



GEICO.com - GEICO Car Insurance

Ad www.geico.com/

Top Grade Service. Low Prices. See How Much You Could Save Today!
75+ Years of Savings - Free Quotes - 24/7 Service & Claims - Mobile App
GEICO Insurance has 160,115 followers on Google+

Ad related to geico

GEICO - Car Insurance - GEICO could save you 15% or more.

www.GEICO.com

GEICO could save you 15% or more. Get a free quote. It's quick & easy!

[Get a Quote](#)

[You Can Depend on GEICO](#)

[Why Our Customers Love GEICO](#)

[Discounts](#)

[Changes in Your Life?](#)

[Get to Know the Gecko](#)



Agencies can be in charge of spending millions of dollars a month on clients' behalf.



Analysts solve budget optimization problems today with...

Tedious Manual Workflows in Excel

Expensive Software

Aarin
S O F T W A R E

or...



KENSHOO

Campaign Report June 2012						
Search Network						
Campaign	Clicks	Impressions	CTR	Avg. CPC	Cost	
MBA - CA	52	8795	0.58%	6.39	204.48	
MBA - UT	4	1172	0.34%	13.93	95.71	
MBA - Neoford	1	45	2.22%	1.88	1.88	
MBA - Portland Metro	59	1028	5.74%	6.78	399.87	
MBA - ID	4	303	1.32%	11.16	44.65	
MBA - Eugene	4	199	2.01%	11.12	44.48	
MBA - Portland	88	3848	2.29%	5.36	471.52	
MBA - Bend	0	98	0.00%	0	0	
MBA - WA	18	2521	0.71%	4.88	84.19	
MBA - Ashland	0	8	0.00%	0	0	
MBA - Salem	4	100	4.00%	4.26	17.04	
Totals	214	18118	1.18%	6.19	1,323.88	
Content Network						
Campaign	Clicks	Impressions	CTR	Avg. CPC	Cost	
MBA - Salem - Content Network	7	33343	0.02%	3.57	25.07	
MBA - Portland Metro - Content N	31	143273	0.02%	2.81	88.94	
MBA - Bend - Content Network	27	211002	0.01%	2.82	76.1	
MBA - Neoford - Content Network	3	1381	0.22%	3.07	9.21	
MBA - Ashland - Content Network	2	17640	0.01%	2.09	4.18	
MBA - WA - Content Network	0	281	0.00%	0	0	
MBA - CA - Content Network	42	116992	0.04%	1.84	81.65	
MBA - ID - Content Network	70	130672	0.05%	1.36	95.35	
MBA - UT - Content Network	22	43131	0.05%	2.06	45.8	
MBA - Eugene - Content Network	31	88781	0.05%	1.81	49.79	
MBA - Portland - Content Network	14	89104	0.02%	2.81	38.48	
Totals	249	844680	0.03%	2.05	819.95	
Search Network						
Campaign	Clicks	Impressions	CTR (%)	Avg. CPC	Spend	
MBA - CA	47	6,091	0.77	6.06	237.25	
MBA - UT	23	772	2.98	3.36	77.17	
MBA - WA	11	1,427	0.77	6.42	68.67	
MBA - Eugene	6	87	6.9	7.06	42.29	
MBA - Portland Metro	14	271	5.17	2.41	33.7	
MBA - ID	12	308	3.25	2.47	29.63	
MBA - Portland	6	238	2.52	3.29	19.79	
MBA - Salem	2	60	2.6	6	15.99	
MBA - Bend	2	22	9.09	1.82	3.84	
MBA - Ashland	0	3	0	0	0	
MBA - Neoford	0	33	0	0	0	
Totals	123	9093	1.31%	\$4.22	\$19.21	

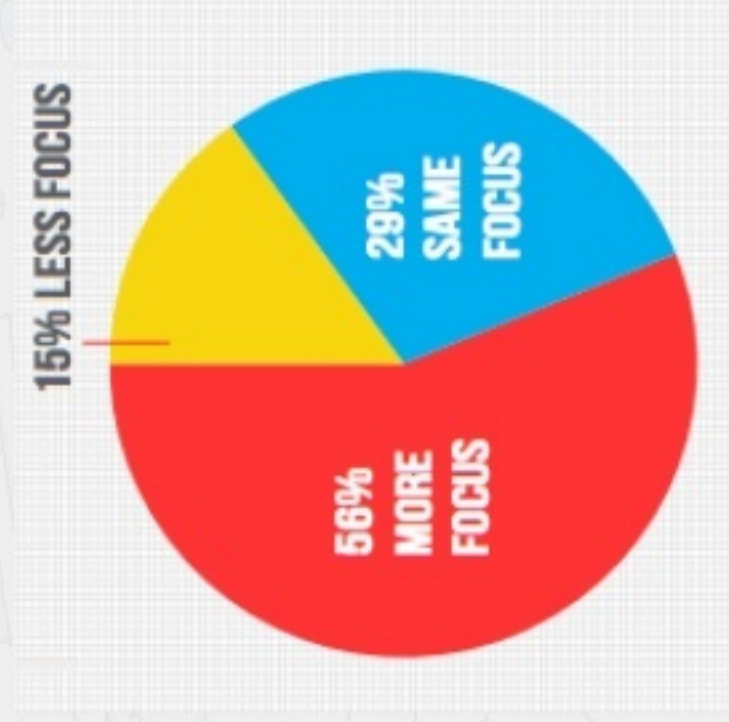
Free

\$10,000+/mo

itchDeck

Agencies Seek Software Solutions

56% of PPC digital marketers will put more focus on automation software in 2015.



Lots of PPC Clients = Lots of Challenges

Key Team Members



Jon Davis

CEO



PPC analyst for 7 years, leads product vision, sales and customer service.



Chris Vlessis

CTO



Full stack developer with experience building large scale marketing platforms using Google and Bing data.



David Teofilovic

Senior Developer



Expert in html, php, jquery, mysql, javascript and more.



Dominic Albano

Chief Design Officer



Designer and user experience expert.



Dominique Catabay

Financial Manager



Focused on marketing, sales and financials.

SteadyBudget



Automatically syncs Google Adwords and BingAds data.
Saves analysts time.



Generates email alerts and projections.
Tools for analysts to ensure spend is on track and optimized.



Easily view current data on all client accounts in one place.
Increases productivity and provides peace of mind for analysts.



Collaborative management works great for large agencies.
Boosts efficiency and helps agencies scale.

Steady Budget

Analysts can easily scan hundreds of budgets.





Provides analysts email alerts and projections.

Berkshire Property Advisors

⚙️ Crescent Terminus

⌚ Updated 1 hour and 57 minutes ago

\$1,608.02 (83.6%) spent

\$1,923.00 budget [\(edit\)](#)

📊 Suggested Daily Budget: \$35.00

● Spend ● Projected Spend ● Ideal



May 01

Apr 19

Apr 14

Apr 08

Apr 02

Mar 31

Apr 25

May 01



Analysts can act on data and push edits to platforms.

Tracking 4 campaigns

<u>Campaign Name</u>	<u>Spend</u>	<u>Platform</u>	<u>Status</u>	<u>Daily Budget</u>
Austin - Berkshire Soco Nationwide - All Ad Groups	\$659.42	Google	Active	\$40.00
Austin - Berkshire Soco Nationwide - Apts 1	\$447.52	Google	Active	\$20.00
Austin - Berkshire Soco Local - Apts 1	\$201.76	Google	Paused	\$20.00
Austin - Berkshire Soco Local - All Ad Groups	\$104.06	Google	Active	\$40.00

+ Add Campaigns



Client Traction

- 35+ PPC agencies actively using the app
- \$4,400,000+ in monthly ad spend under management
- 15,000+ campaigns tracking
- 1,500+ budgets created
- Customers committed to “Premium” version - May 2015

Milestones

Our Most Important Metric



Monthly
Ad Spend
Under
Mgmt

Apr

\$4.4 mil

\$2.8 mil

\$1.4 mil

Jan
25+ PPC agencies
actively using app

Dec

\$1,000,000+ monthly ad
spend under mgmt

Oct 1, 2014

Public free app is
launched.

100

120

40

80

160

240

320

Days Since Launch

Business Model

Launching 'Premium' Version May 2015







\$

Tiered SaaS pricing Tied to Monthly Managed Ad Spend

Multiple agencies signed to become premium customers (\$1,500+ MRR).

Launching May 2015

Pricing Details

Total Spend up to \$25,000 / month	\$50 / month	Get Started 
Total Spend between \$25,000 - \$125,000 / month	\$250 / month	Get Started 
Total Spend between \$125,000 - \$250,000 / month	\$500 / month	Get Started 
Total Spend between \$250,000 - \$375,000 / month	\$750 / month	Get Started 
Total Spend between \$375,000 - \$500,000 / month	\$1,000 / month	Get Started 
Total Spend between \$500,000 - \$750,000 / month	\$1,500 / month	Get Started 

Reactions on Twitter and blogs...



Chris Gutknecht
@ChrisGutknecht

Following



@SteadyBudget Thanks! Been testing it in our agency for a week, great stuff! already recommended it a few times. Would love a 100% alert too



RETWEET

1



10:11 PM - 12 Nov 2014



PSEO
@PSEO_Inc

Following



@SteadyBudget "The Budget Projector and Ideal Line help you visualize how spend is performing" is brilliant.



8:13 AM - 19 Nov 2014



daniel Vardi
@360vardi

Following



@SteadyBudget Good timing. I was looking for something like this for 1 of my clients that has 4 accounts (2 AW, 2 AC) & 4 categories.



9:54 AM - 8 Nov 2014

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How to Track PPC Spend Using Steady Budget

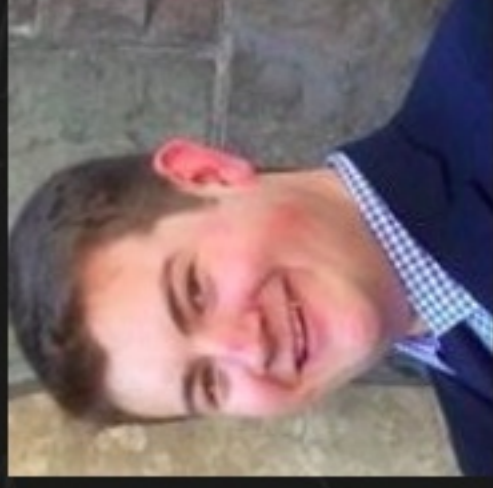
By: Anthony Lower, Online Advertising Analyst There are several challenges that you are faced with when working for a marketing agency. One of the most prominent issues is how to stay on top of all the administrative (and, for lack of a better word, busy work) when you are managing accounts. You can spend a significant amount...


read more

you are here: home » [0 comments](#)



“  **SteadyBudget** is the best tool that I have at my disposal for a view of how budgets in my account are spending. **I no longer need to use spreadsheets for spend tracking and forecasting.**”



Tony Griego, PPC analyst 

Guiding Principles

 **SteadyBudget**



Make an app people want.

(product)

Create awareness about the app.

(sales/marketing)



TopPitchDeck

Amarin
SOFTWARE

Competitive Landscape

Management
Platforms

acquisio

 **KENSHOO**

Google
bing
YAHOO!
facebook twitter

Budget
Performance
Management

 **SteadyBudget**

Manual
Workflows

Excel



Google Analytics

 **WordStream**

campanja

Optimization
Tools



boost
MEDIA

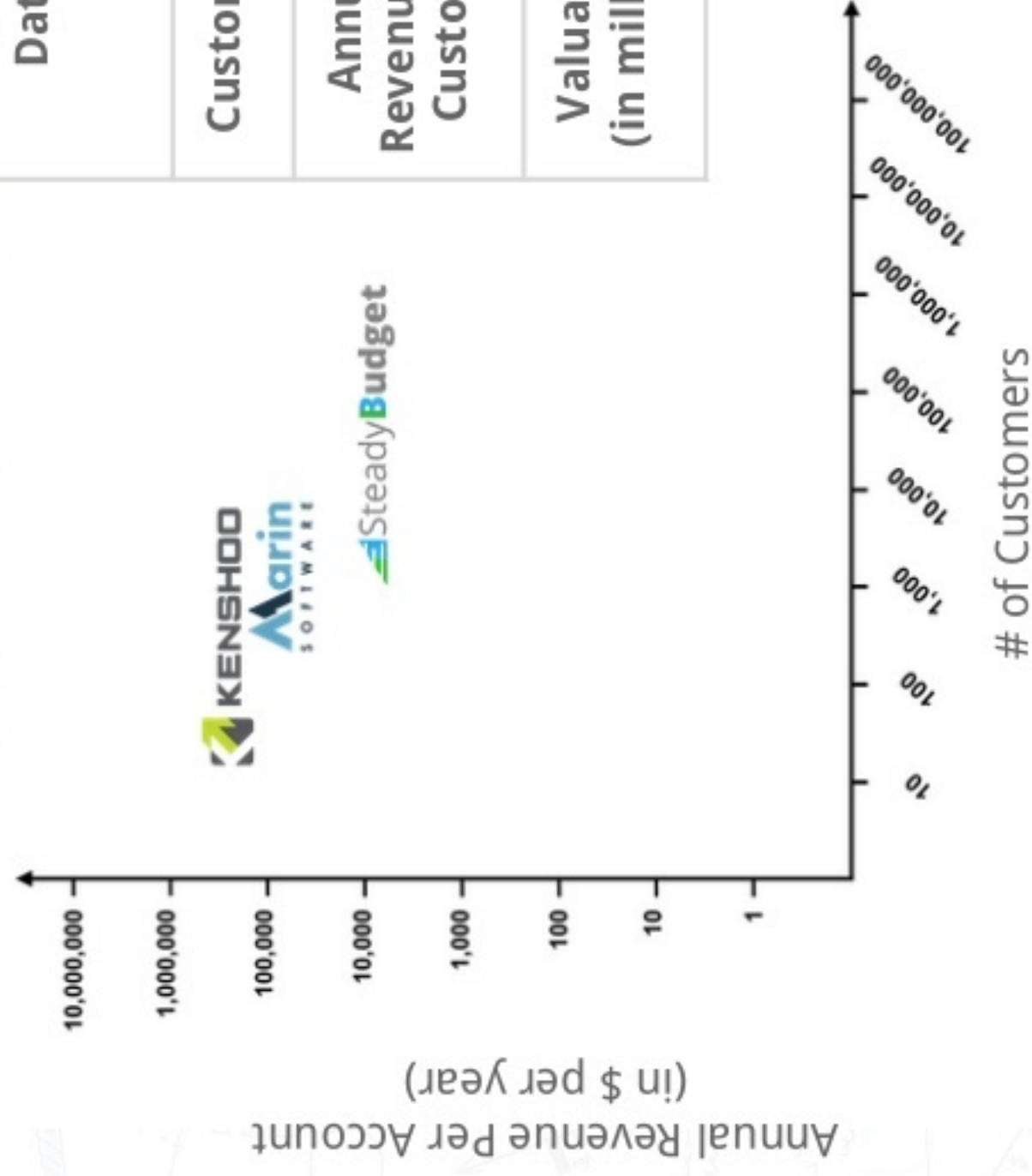
Google
Spreadsheets



 **adometry**

DATAPOPP
DATA DRIVEN MARKETING

Path to \$100 Million in Annual Revenue



	 KENSHOO	 Marin SOFTWARE	
Date	Q1 2015	Q1 2015	Q3 2020
Customers	~550	~825	5,000+
Annual Revenue per Customer	~\$150K	~\$105K	~\$20K
Valuation (in millions)	~\$300-\$500	~\$250-\$350	?

Steady Budget

Pay-Per-Click Advertising Budget Performance Management

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 [steadybudget](https://twitter.com/steadybudget)

Pitch