



# SteadyBudget

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



[jon@steadybudget.com](mailto:jon@steadybudget.com)



[steadybudget](#)

# What is 'PPC' advertising?

PPC = Pay Per Click

Ads related to apartments in chicago Why these ads?

**Apartments In Chicago | Rent.com**  
[www.rent.com/Chicago](http://www.rent.com/Chicago)  
Search Apartments in Chicago. Real-time Listings & Availability.  
Pet Friendly Apartments Mobile Apps  
List Your Property Moving Center

**Apartments In Chicago - Free Local Apartment Search**  
[www.apartmentsguide.com/](http://www.apartmentsguide.com/)  
View floorplans and virtual tours!

**Apartments In Chicago | Apartments.com**  
[www.apartments.com/Chicago](http://www.apartments.com/Chicago)  
Chicago Apartments Starting At \$530. View Prices And Availability Now!

Places for apartments near Chicago, IL

**Fisher Building City Apartments**  
[www.villagegreen.com](http://www.villagegreen.com)  
5 Google reviews

**MDA City Apartments**  
[www.mdaicityapartments.com](http://www.mdaicityapartments.com)  
4 Google reviews

**Residential Towers**  
[www.residentialtowerapts.com](http://www.residentialtowerapts.com)  
Score 9 / 30 - 45 Google reviews

More results near Chicago, IL »

Rent apartments - Luxury apartments - Low-Income apartments - Furnished apartments - Loft apartments  
Apartments near: Lincoln Park - Wrigleyville - Downtown - Wicker Park - Loop

**Search Apartment Rentals - Chicago Apartment Finders**  
[www.chicagolandapartmentfinders.com/](http://www.chicagolandapartmentfinders.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 ...**



Ads - Why these ads?

**Luxury Downtown Living**  
[www.streetplace.com/](http://www.streetplace.com/)  
More Square Footage Than Other Downtown Luxury Apartments!  
355 East Ohio Street, Chicago, IL  
(312) 995-0355 - Directions

**Chicago Flats**  
[www.airbnb.com/Chicago](http://www.airbnb.com/Chicago)  
Unique Flats in Chicago.  
Book Your Stay Now From \$25/Night!

**Chicago Apartment Rentals**  
[chicago.renthop.com/](http://chicago.renthop.com/)  
Free list of Chicago Apartments  
Full landlord contact info, address

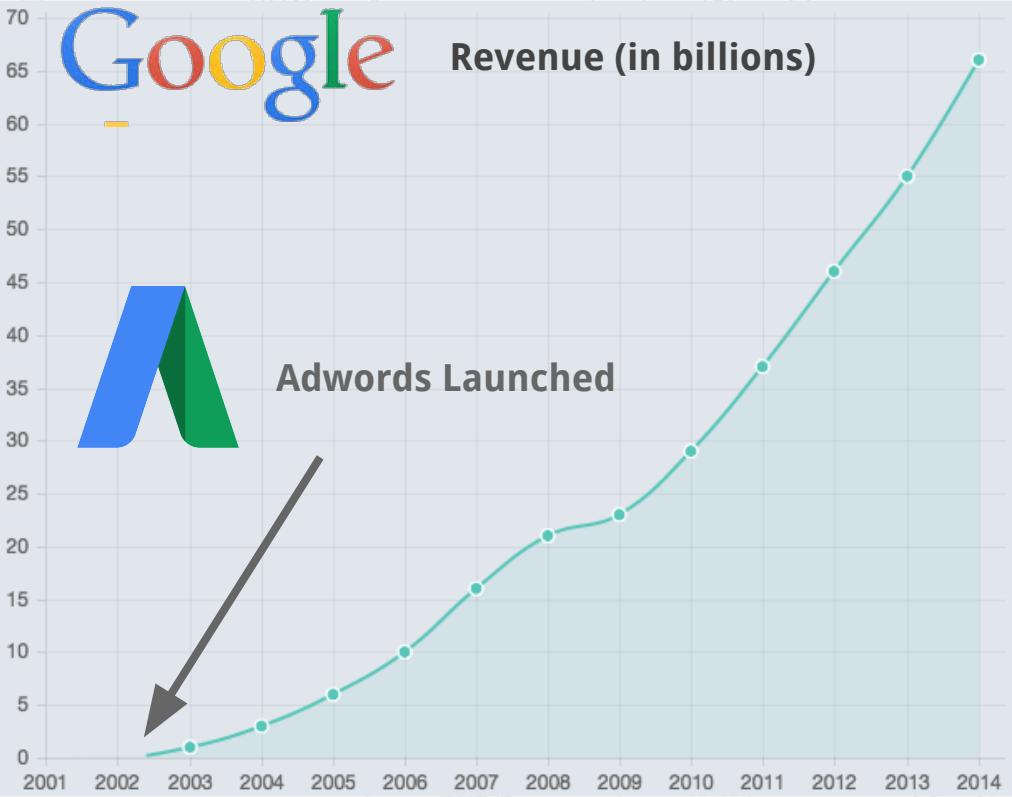
**Chicago Apartment Rentals**  
[www.1st-chicago-apartment-rentals.com/](http://www.1st-chicago-apartment-rentals.com/)  
1/2 Mo Sec. Dep. & Great Specials!  
Call 888-381-0150 for Appointment

**Chicago Rental Agents**  
[www.tutongrace.com/](http://www.tutongrace.com/)  
Free Market Analysis, Maximize Rent  
Background Checks Lease Preparation  
1S, 2936 North Lincoln, Chicago, IL  
(773) 698-6548 - Directions

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



Revenue (in billions)



PPC also core revenue strategy for:



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.





# Who creates the ads?

*Our Customers:*

# Digital Marketing Agencies



Agency



Google

YAHOO!  
bing

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

**GEICO.com - GEICO Car Insurance**

**Ad** [www.geico.com/](http://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 gecko

[GEICO - Car Insurance - GEICO could save you 15% or more.](#)

[www.GEICO.com Ad](#)

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



[Get a Quote](#)

[You Can Depend on GEICO](#)

[Changes in Your Life?](#)

[Why our Customers Love GEICO](#)

[Discounts](#)

[Get to Know the Gecko](#)



# Analysts solve budget optimization problems today with...

## Tedious Manual Workflows in Excel

Campaign Report June 2012					
Search Network Campaign	Clicks	Impressions	CTR (%)	Avg. CPC	Cost
MBA - CA	32	8795	0.36%	6.39	204.46
MBA - UT	4	172	0.34%	13.93	55.71
MBA - Medford	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	99	0.00%	0	0
MBA - WA	18	2521	0.71%	4.68	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	1,323.80

Content Network Campaign					
Clicks	Impressions	CTR (%)	Avg. CPC	Cost	
MBA - CA - Content Network	7	33343	0.02%	5.57	25.01
MBA - Portland Metro - Content Netw	31	143273	0.02%	2.81	86.98
MBA - Portland - Content Network	27	210002	0.01%	2.82	76.1
MBA - Bend - Content Network	3	1381	0.22%	3.07	9.21
MBA - Medford - Content Network	2	17640	0.01%	2.09	4.18
MBA - Ashland - Content Network	0	261	0.00%	0	0
MBA - WA - Content Network	42	115992	0.04%	1.94	81.65
MBA - CA - Content Network	70	130672	0.05%	1.36	95.35
MBA - ID - Content Network	22	43131	0.05%	2.08	45.8
MBA - UT - Content Network	31	68761	0.05%	1.61	49.79
MBA - Eugene - Content Network	14	89104	0.02%	2.61	36.48
Totals	249	854560	0.03%	2.05	510.55

MSN/Yahoo Search Network Campaign					
Clicks	Impressions	CTR (%)	Avg. CPC	Spend	
MBA - CA	47	6,081	0.77	5.05	237.25
MBA - UT	23	772	2.98	3.36	77.17
MBA - WA	11	1,477	0.77	5.42	59.57
MBA - Eugene	6	87	6.9	7.05	42.28
MBA - Portland Metro	14	271	5.17	2.41	3.57
MBA - ID	12	369	3.25	2.47	29.66
MBA - Portland	6	238	2.82	3.29	9.75
MBA - Salem	2	80	2.5	8	15.99
MBA - Bend	2	22	9.09	1.92	3.84
MBA - Ashland	0	3	0 -	0	
MBA - Medford	0	33	0 -	0	
Total	123	9383	1.31%	\$4.22	519.21

## Expensive Software

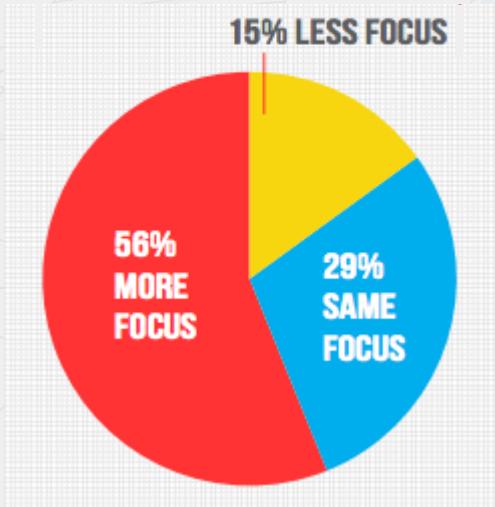


Free

\$10,000+/mo

# 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



**Chris Vlessis**

CTO



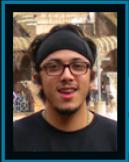
**David Teofilovic**

Senior Developer



**Dominic Albano**

Chief Design Officer



**Dominique Catabay**

Financial Manager



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

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

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

Designer and user experience expert.

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.*

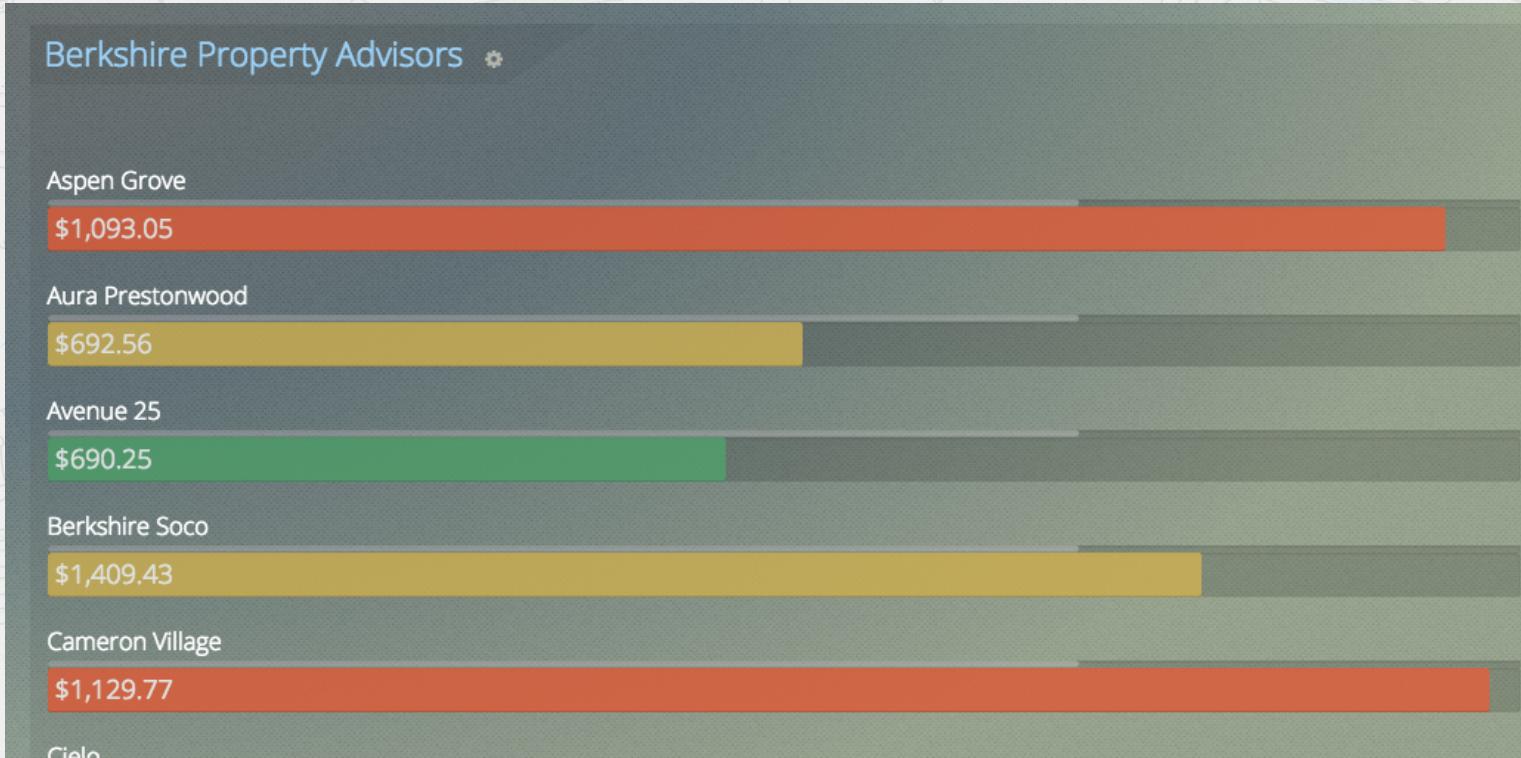


**Collaborative management works great for large agencies.**

*Boosts efficiency and helps agencies scale.*



# 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

Select Another Client

Budget: Crescent Terminus

\$1,608.02 (83.6%) spent

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

💡 Suggested Daily Budget: \$35.00

● Spend ● Projected Spend ● Ideal





Analysts can act on data and push edits to platforms.

Tracking 4 campaigns

Campaign Name	Spend	Platform	Status	Daily Budget
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 ⏺

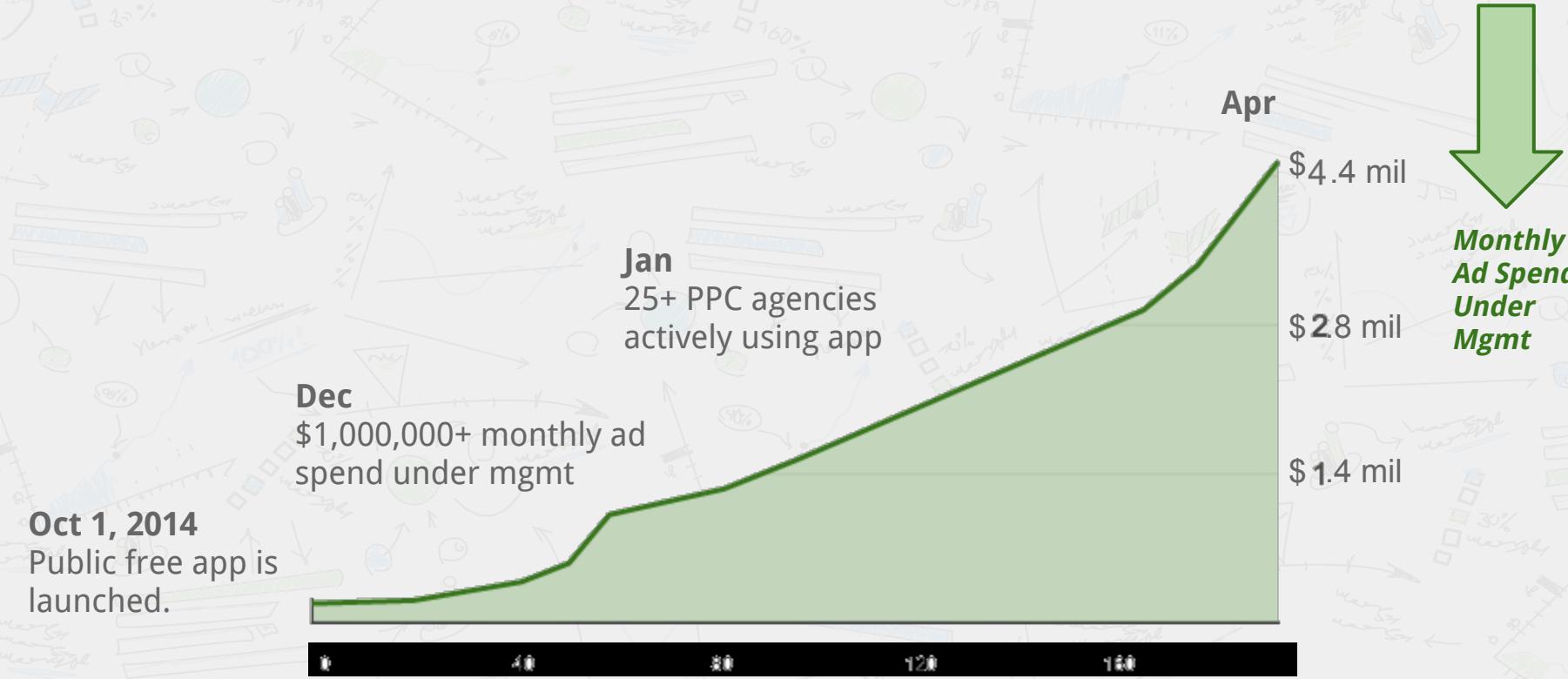
+ Add Campaigns

# 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



**Oct 1, 2014**  
Public free app is  
launched.

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 Gutzknecht**  
@ChrisGutzknecht



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

## 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](#)

Posted on Feb 3, 2015 | 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



**Make an app people want.**  
(product)

**Create awareness about the app.**  
(sales/marketing)



# Competitive Landscape



Management Platforms

**ACQUISIO** ≡

Budget  
Performance  
Management



**Google**  
**bing**  
**YAHOO!**  
facebook.    twitter



Excel

Manual  
Workflows



Google Analytics



Google  
Spreadsheets



WordStream

**campanja**/

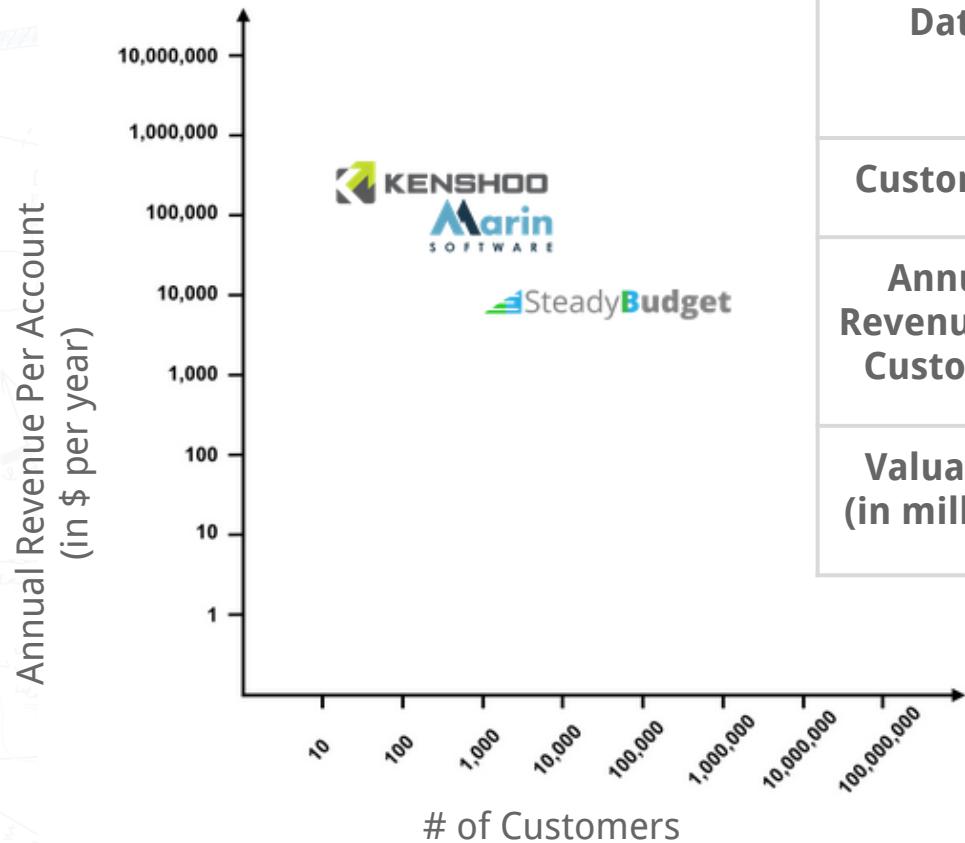
Optimization  
Tools

**boost**  
MEDIA

**adometry**

**DATAPOP**

# Path to \$100 Million in Annual Revenue



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



*Pay-Per-Click Advertising Budget Performance Management*

✉️ [jon@steadybudget.com](mailto:jon@steadybudget.com)

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