

Creativity Unleashed [Your Company Address] [Your Company Website] [Our Company Email] | [Our Company Number]

Date: [Date of Sending]

To: Jeff [Client Company Name, if applicable] [Client Address]

Subject: Proposal for Ad Optimization Services

Dear Jeff,

Following our recent discussion, we are delighted to present this formal proposal outlining the scope, term, and fees for our professional ad optimization services. We are confident that our expertise can deliver significant value and help you achieve your campaign goals.

This letter details the terms of our proposed engagement for your review and approval.

Scope of Services

Creativity Unleashed will provide comprehensive **Ad Optimization** services, which will include but are not limited to:

- Campaign Audit & Strategy:** A thorough review of your existing ad accounts to identify opportunities for improvement.
- Keyword Management:** Research, analysis, and refinement of keywords to improve targeting and ROI.
- Ad Copy & Creative Testing:** Development and A/B testing of compelling ad copy to increase click-through rates and conversions.
- Bid & Budget Management:** Strategic management of campaign bids and budgets to maximize performance.
- Performance Monitoring & Reporting:** Continuous monitoring of key metrics and delivery of a summary report at the conclusion of the engagement.

Term of Engagement

This service agreement is for a fixed tenure of **one (1) month**.

- Start Date: November 27, 2025
- End Date: December 26, 2025

Professional Fee

The fee for the services outlined in this proposal is a flat rate of **\$100.00 for the one-month term**.

- Payment Due:** Payment is due in full upon acceptance of this agreement and prior to the commencement of work.
- Invoice:** An invoice will be sent to you separately upon signing this agreement.

Acceptance of Proposal

To move forward, please confirm your acceptance of these terms by signing below and returning a scanned copy of this letter to [Our Company Email] by **[Suggested Response Date, e.g., November 20, 2025]**.

Upon receipt of the signed agreement and payment, we will schedule our official project kickoff.

We are excited about the prospect of partnering with you. Should you have any questions, please do not hesitate to contact us.

Sincerely,

[Your Name] [Your Title, e.g., Project Manager, Account Director] **Creativity Unleashed** [Our Company Email] [Our Company Number]

CLIENT ACCEPTANCE

By signing below, I, Jeff, acknowledge that I have read, understood, and agree to the terms and conditions outlined in this Service Agreement Proposal.

Signature: _____

Printed Name: _____

Date: _____