

Contents

ADELEVS	3
DIGITAL GROWTH ACCELERATION PROPOSAL	3
SECTION 1: ENGAGEMENT OVERVIEW	4
1.1 Executive Brief	4
1.2 Strategic Objective Matrix	4
SECTION 2: ATOMIC BUDGET ALLOCATION	5
2.1 Master Budget Distribution	5
2.2 Media Spend Atomization (INR 9,000.00)	5
2.3 Content Production Atomization (INR 2,500.00)	6
2.4 Strategic Management Atomization (INR 2,500.00)	7
2.5 Tools & Analytics Atomization (INR 1,000.00)	7
SECTION 3: WEEKLY BUDGET CADENCE	9
3.1 Week-by-Week Spend Schedule (Month 1)	9
SECTION 4: TECHNICAL IMPLEMENTATION ARCHITECTURE	10
4.1 Tracking Infrastructure	10
4.2 UTM Taxonomy Standard	10
4.3 Conversion Event Hierarchy	10
SECTION 5: PERFORMANCE PROJECTIONS	11
5.1 Month 1 Conservative Estimates	11
5.2 90-Day Cumulative Projections	11
SECTION 6: OPTIMIZATION PROTOCOL	12
6.1 Weekly Optimization Checklist	12
6.2 Performance Thresholds & Actions	12
SECTION 7: DELIVERABLES & SLA	13
7.1 Monthly Deliverables Schedule	13
7.2 Response Time SLA	13
SECTION 8: RISK MATRIX	14
SECTION 9: TERMS & CONDITIONS	15
9.1 Investment Summary	15
9.2 Payment Schedule	15
9.3 Scope Boundaries	15
SECTION 10: ACTIVATION PROTOCOL	16
10.1 Onboarding Requirements	16
10.2 Week 1 Launch Timeline	16

SECTION 11: APPROVAL & SIGNATURES **17**
 11.1 Acceptance 17

APPENDIX A: BUDGET VISUALIZATION **18**
 A.1 Pie Chart Reference (for visualization) 18
 A.2 Daily Spend Breakdown 18

APPENDIX B: GLOSSARY **19**

ADELEV8

DIGITAL GROWTH ACCELERATION PROPOSAL

Q1 2026 | PRECISION MARKETING INITIATIVE

Document Classification: Client Confidential

Proposal ID: ADV8-2026-Q1-001

Valid Until: February 12, 2026

Total Monthly Investment: INR 15,000.00

SECTION 1: ENGAGEMENT OVERVIEW

1.1 Executive Brief

Parameter	Specification
Client Entity	Adelev8
Engagement Type	Performance Marketing + Brand Visibility
Investment Ceiling	INR 15,000/month (All-Inclusive)
Contract Duration	3 months (renewable)
Optimization Cadence	Weekly micro-optimizations, Monthly macro-reviews
Reporting Frequency	Real-time dashboard + Weekly summaries

1.2 Strategic Objective Matrix

Objective ID	Objective	Priority	Measurement Metric	Target (90-Day)
OBJ-001	Brand Awareness Amplification	P0	Impressions + Reach	150,000+ impressions
OBJ-002	Qualified Traffic Acquisition	P0	Website Sessions	2,000+ sessions
OBJ-003	Lead Generation Pipeline	P1	Form Submissions / Inquiries	50+ leads
OBJ-004	Social Proof Development	P1	Engagement Rate	>4% avg ER
OBJ-005	Search Visibility Foundation	P2	Keyword Rankings	10 keywords in Top 50

SECTION 2: ATOMIC BUDGET ALLOCATION

2.1 Master Budget Distribution

Total Monthly Budget: INR 15,000.00

Category	Allocation	Percentage	Purpose
Media Spend (Paid Advertising)	INR 9,000.00	60.00%	Direct platform ad costs
Content Production	INR 2,500.00	16.67%	Creative assets, copy, design
Strategic Management	INR 2,500.00	16.67%	Campaign strategy, optimization
Tools & Analytics	INR 1,000.00	6.66%	SaaS, tracking, reporting
TOTAL	INR 15,000.00	100.00%	

2.2 Media Spend Atomization (INR 9,000.00)

2.2.1 Platform-Level Distribution

Platform	Monthly Spend	Daily Budget	CPM Estimate	Est. Impressions	Est. Clicks
Meta Ads (Facebook + Instagram)	INR 5,400.00	INR 180.00	INR 35-50	108,000-154,000	1,080-1,540
Google Ads (Search + Display)	INR 3,000.00	INR 100.00	INR 80-150	20,000-37,500	200-375
LinkedIn Ads (Brand Awareness)	INR 600.00	INR 20.00	INR 200-400	1,500-3,000	15-30
TOTAL MEDIA	INR 9,000.00	INR 300.00		129,500-194,500	1,295-1,945

2.2.2 Meta Ads Micro-Allocation (INR 5,400.00/month)

Campaign Type	Budget	Days Active	Daily Spend	Objective	Audience Size
Awareness - Carousel (Feed)	INR 1,800.00	30	INR 60.00	Reach	500K-2M
Traffic - Story Ads	INR 1,200.00	30	INR 40.00	Link Clicks	300K-1M
Engagement - Reels	INR 1,200.00	30	INR 40.00	Video Views	500K-1.5M
Lead Gen - Form Ads	INR 1,200.00	30	INR 40.00	Lead Forms	200K-800K
SUBTOTAL	INR 5,400.00		INR 180.00		

Technical Specifications: - Bid Strategy: Lowest Cost (Awareness), Cost Cap (Lead Gen) - Placement: Automatic with manual exclusions (Audience Network OFF for quality) - Frequency Cap: 3 impressions/user/week - Attribution Window: 7-day click, 1-day view

2.2.3 Google Ads Micro-Allocation (INR 3,000.00/month)

Campaign Type	Budget	CPC Target	Daily Budget	Keywords	Match Type
Branded Search	INR 600.00	INR 8-15	INR 20.00	5	Exact + Phrase
Non-Branded Search	INR 1,200.00	INR 20-40	INR 40.00	15	Phrase + Broad (Modified)
Display Remarketing	INR 600.00	INR 5-10	INR 20.00	N/A	Audience-based
Discovery (YouTube Shorts)	INR 600.00	INR 3-8 CPV	INR 20.00	N/A	Interest-based
SUBTOTAL	INR 3,000.00		INR 100.00		

Technical Specifications: - Smart Bidding: Target CPA where data sufficient, Manual CPC for brand - Ad Extensions: Sitelinks (4), Callouts (4), Structured Snippets (2) - Quality Score Target: 7+ - Search Impression Share Target: 70%+ (Branded)

2.2.4 LinkedIn Ads Micro-Allocation (INR 600.00/month)

Campaign Type	Budget	CPM Range	Impressions Est.	Objective
Sponsored Content (Awareness)	INR 600.00	INR 200-400	1,500-3,000	Brand awareness among decision-makers

Technical Specifications: - Audience: Job Titles (Founder, CEO, Marketing Head) + Company Size (11-500) - Geography: India (Tier 1 cities) - Bid Type: Maximum Delivery (Awareness-optimized)

2.3 Content Production Atomization (INR 2,500.00)

Deliverable	Quantity	Unit Cost	Total Cost	Delivery Cadence
Static Ad Creatives (1080x1080)	8	INR 150.00	INR 1,200.00	2/week
Story/Reel Ad Creatives (1080x1920)	4	INR 175.00	INR 700.00	1/week
Google Display Banners (Multi-size)	2 sets	INR 150.00	INR 300.00	Month start
Ad Copywriting (Variations)	10	INR 30.00	INR 300.00	Per campaign
SUBTOTAL			INR 2,500.00	

Creative Production Standards: - Format: PNG (static), MP4 (video), WebP (display) - Resolution: 2x for retina displays - File Size: <500KB (static), <15MB (video) - A/B Variants: Minimum 2 per ad set - Compliance: Platform-specific text limits, no violating content

2.4 Strategic Management Atomization (INR 2,500.00)

Activity	Hours/Month	Hourly Rate	Total Cost	Frequency
Campaign Setup & Architecture	4	INR 200.00	INR 800.00	Month 1 heavy, maintenance thereafter
Weekly Optimization Cycles	4	INR 200.00	INR 800.00	Weekly (1hr/week)
Audience Research & Refinement	2	INR 150.00	INR 300.00	Bi-weekly
Reporting & Insights	2	INR 150.00	INR 300.00	Weekly mini, Monthly comprehensive
Strategy Calls (Client)	2	INR 150.00	INR 300.00	Bi-weekly (30min each)
SUBTOTAL	14		INR 2,500.00	

2.5 Tools & Analytics Atomization (INR 1,000.00)

Tool/Service	Monthly Cost	Purpose	Necessity
Canva Pro (Shared)	INR 200.00	Creative design	Required
Buffer/Later (Scheduling)	INR 150.00	Content scheduling	Required
Google Analytics 4	INR 0.00	Web analytics	Required (Free)
Meta Business Suite	INR 0.00	Ad management	Required (Free)
Google Looker Studio	INR 0.00	Dashboard/Reporting	Required (Free)
UTM Builder + Tracking	INR 0.00	Attribution	Required (Free)
Hotjar (Basic)	INR 0.00	Heatmaps (Free tier)	Recommended

Tool/Service	Monthly Cost	Purpose	Necessity
SEMrush/Ubersuggest (Limited)	INR 300.00	Keyword research	Required
Contingency/Overages	INR 350.00	Platform fee fluctuations	Buffer
SUBTOTAL	INR 1,000.00		

SECTION 3: WEEKLY BUDGET CADENCE

3.1 Week-by-Week Spend Schedule (Month 1)

Week	Meta Ads	Google Ads	LinkedIn	Content	Management	Total Weekly
W1	INR 1,350.00	INR 750.00	INR 150.00	INR 1,000.00	INR 1,200.00	INR 4,450.00
W2	INR 1,350.00	INR 750.00	INR 150.00	INR 500.00	INR 400.00	INR 3,150.00
W3	INR 1,350.00	INR 750.00	INR 150.00	INR 500.00	INR 450.00	INR 3,200.00
W4	INR 1,350.00	INR 750.00	INR 150.00	INR 500.00	INR 450.00	INR 3,200.00
Buffer						INR 1,000.00
TOTAL	INR 5,400.00	INR 3,000.00	INR 600.00	INR 2,500.00	INR 2,500.00	INR 15,000.00

Note: Week 1 has higher content and management allocation for initial setup and asset creation.

SECTION 4: TECHNICAL IMPLEMENTATION ARCHITECTURE

4.1 Tracking Infrastructure

Component	Implementation	Status
Google Analytics 4	Property creation, Enhanced measurement, Conversions	Required
Google Tag Manager	Container setup, Tag configuration, Trigger definitions	Required
Meta Pixel	Base code, Event tracking (PageView, Lead, Contact)	Required
Google Ads Conversion Tag	Conversion actions, Enhanced conversions	Required
LinkedIn Insight Tag	Website demographics, Conversion tracking	Required
UTM Parameter Framework	Standardized naming convention across all campaigns	Required

4.2 UTM Taxonomy Standard

Source: google | meta | linkedin | organic
Medium: cpc | paid_social | display | email | referral
Campaign: [platform]-[objective]-[audience]-[month]
Content: [creative-variant]-[format]
Term: [keyword] (search only)

Example:

https://adelev8.com/?utm_source=meta&utm_medium=paid_social&utm_campaign=meta-awareness-founders-jan26&utm_

4.3 Conversion Event Hierarchy

Priority	Event Name	Trigger	Value Assignment
P0	purchase	Transaction complete	Dynamic (if e-comm)
P1	lead	Form submission	INR 500 (estimated)
P2	contact	WhatsApp/Call click	INR 200 (estimated)
P3	add_to_cart	Cart action	INR 100 (estimated)
P4	view_item	Product/service page view	INR 10 (estimated)
P5	page_view	Any page	INR 0

SECTION 5: PERFORMANCE PROJECTIONS

5.1 Month 1 Conservative Estimates

Metric	Low Estimate	Expected	High Estimate	Measurement
Total Impressions	100,000	150,000	200,000	All platforms combined
Reach (Unique Users)	40,000	60,000	80,000	Meta + LinkedIn
Link Clicks	800	1,200	1,600	All platforms
CTR (Click-Through Rate)	0.80%	1.00%	1.20%	Average weighted
Website Sessions	600	900	1,200	GA4 tracked
Leads/Inquiries	10	18	25	Form + WhatsApp
Cost Per Click (CPC)	INR 5.63	INR 7.50	INR 11.25	Blended average
Cost Per Lead (CPL)	INR 360.00	INR 500.00	INR 900.00	Media spend / Leads

5.2 90-Day Cumulative Projections

Metric	3-Month Target	Confidence Level
Total Impressions	450,000+	High (90%)
Total Website Sessions	3,000+	High (85%)
Total Leads Generated	50+	Medium (70%)
Brand Search Volume Increase	+30%	Medium (65%)
Social Following Growth	+200	Medium (70%)
Blended ROAS (if e-commerce)	2.0x+	Low (dependent on AOV)

SECTION 6: OPTIMIZATION PROTOCOL

6.1 Weekly Optimization Checklist

Day	Action	Decision Criteria
Monday	Review weekend performance	Anomaly detection (>20% variance)
Tuesday	Audience performance analysis	Pause audiences with CTR <0.5%
Wednesday	Creative fatigue check	Rotate ads with frequency >4
Thursday	Bid and budget adjustments	Reallocate from CPL >2x target
Friday	Keyword/placement review	Add negatives, exclude placements
Saturday-Sunday	Automated rules active	Emergency pause if spend anomaly

6.2 Performance Thresholds & Actions

Metric	Green Zone	Yellow Zone	Red Zone	Action Required
CTR	>1.2%	0.8-1.2%	<0.8%	Creative refresh
CPC	<INR 8	INR 8-15	>INR 15	Audience/bid review
CPL	<INR 400	INR 400-600	>INR 600	Funnel audit
Frequency	<3	3-5	>5	Expand audience
Bounce Rate	<50%	50-70%	>70%	Landing page CRO

SECTION 7: DELIVERABLES & SLA

7.1 Monthly Deliverables Schedule

Deliverable	Quantity	Delivery Date	Format
Campaign setup & launch	1	Day 3	Live campaigns
Static ad creatives	8	Rolling (2/week)	PNG/JPG
Video/Story creatives	4	Rolling (1/week)	MP4
Weekly performance email	4	Every Monday	Email + PDF
Monthly comprehensive report	1	1st of month	PDF + Dashboard
Strategy call	2	Bi-weekly	Video (30 min)

7.2 Response Time SLA

Request Type	Response Time	Resolution Time
Emergency (Campaign down)	2 hours	4 hours
Urgent (Performance issue)	4 hours	24 hours
Standard (Optimization request)	24 hours	48-72 hours
Creative request	24 hours	3-5 business days

SECTION 8: RISK MATRIX

Risk ID	Risk Description	Probability	Impact	Mitigation Strategy
R-001	High CPC due to competitive auction	Medium	High	Long-tail keywords, audience refinement
R-002	Creative fatigue within 2 weeks	High	Medium	2x creative variants, weekly rotation
R-003	Low conversion rate on landing page	Medium	High	A/B testing, CRO recommendations
R-004	Platform policy rejection	Low	Medium	Pre-compliance review, backup creatives
R-005	Budget exhaustion before month-end	Low	High	Daily caps, automated alerts at 80%

SECTION 9: TERMS & CONDITIONS

9.1 Investment Summary

Component	Amount (INR)
Monthly Retainer (All-Inclusive)	15,000.00
Ad Spend (Included)	9,000.00
Management + Content + Tools	6,000.00
TOTAL MONTHLY	15,000.00
TOTAL QUARTERLY (3 Months)	45,000.00

9.2 Payment Schedule

Milestone	Amount	Due Date
Engagement Kickoff	INR 15,000.00	Before campaign start
Month 2	INR 15,000.00	1st of Month 2
Month 3	INR 15,000.00	1st of Month 3

9.3 Scope Boundaries

INCLUDED: - All media buying and optimization - Creative production (as specified) - Campaign management and strategy - Reporting and analytics - Bi-weekly strategy calls

EXCLUDED: - Website development/changes - Photography/videography shoots - Influencer payments - Additional ad spend beyond allocation - PR, events, offline marketing

SECTION 10: ACTIVATION PROTOCOL

10.1 Onboarding Requirements

Item	Owner	Due By
Signed proposal acceptance	Client	Day 0
Brand assets (logo, colors, fonts)	Client	Day 1
Website access (GA, GTM admin)	Client	Day 1
Meta Business Suite access	Client	Day 1
Google Ads account access (or creation)	Agency	Day 2
Product/service information brief	Client	Day 2
Competitor list (3-5 names)	Client	Day 2
Landing page confirmation	Client	Day 2
Campaign launch	Agency	Day 3-4

10.2 Week 1 Launch Timeline

Day	Activity	Output
1	Kickoff call, access collection	Alignment confirmed
2	Tracking implementation	Pixel, GTM, GA4 live
3	Campaign architecture build	Campaigns in draft
4	Creative upload, audience setup	Ready for launch
5	Campaign launch	Ads live
6-7	Learning phase monitoring	Initial data collection

SECTION 11: APPROVAL & SIGNATURES

11.1 Acceptance

By signing below, the Client agrees to the terms, scope, and investment outlined in this proposal.

	ADELEV8	AGENCY
Authorized Signatory		
Name		
Designation		
Date		

PROPOSAL PREPARED BY:

Digital Growth Strategy Division
January 2026

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APPENDIX A: BUDGET VISUALIZATION

A.1 Pie Chart Reference (for visualization)

TOTAL BUDGET: INR 15,000.00

[===== MEDIA SPEND 60% =====] INR 9,000
|-- Meta Ads: 36% (INR 5,400)
|-- Google Ads: 20% (INR 3,000)
|-- LinkedIn: 4% (INR 600)

[=== CONTENT 16.67% ===] INR 2,500
|-- Static Creatives: 8% (INR 1,200)
|-- Video Creatives: 4.67% (INR 700)
|-- Other: 4% (INR 600)

[=== MANAGEMENT 16.67% ===] INR 2,500
|-- Setup: 5.33% (INR 800)
|-- Optimization: 5.33% (INR 800)
|-- Reporting: 6% (INR 900)

[= TOOLS 6.66% =] INR 1,000

A.2 Daily Spend Breakdown

DAILY TOTAL: INR 500.00 (average)

Media Spend: INR 300.00/day

- Meta: INR 180.00
- Google: INR 100.00
- LinkedIn: INR 20.00

Content/Management/Tools: INR 200.00/day (amortized)

APPENDIX B: GLOSSARY

Term	Definition
CPM	Cost Per 1,000 Impressions
CPC	Cost Per Click
CPL	Cost Per Lead
CTR	Click-Through Rate (Clicks / Impressions x 100)
ROAS	Return On Ad Spend (Revenue / Ad Spend)
Frequency	Average number of times a user sees an ad
Reach	Number of unique users who saw the ad
Conversion	A desired action (lead, purchase, signup)
Attribution	Assigning credit for conversions to touchpoints
Lookalike Audience	Algorithm-generated audience similar to existing customers

END OF PROPOSAL

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