



APPAC MEDIATECH PVT. LTD.  
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PPC  
PACKAGE

|  | ESSENTIAL<br>15,000 | LITE<br>25,000 | PROFESSIONAL<br>50,000 | ULTIMATE<br>100,000 |
|--|---------------------|----------------|------------------------|---------------------|
| Consultation & Setup                                   |                     |                |                        |                     |
| Account Creation                                       | Yes                 | Yes            | Yes                    | Yes                 |
| Website & Goals Analysis                               | Yes                 | Yes            | Yes                    | Yes                 |
| Campaign Setup   | Yes                 | Yes            | Yes                    | Yes                 |
| Conversion Tracking                                    | Yes                 | Yes            | Yes                    | Yes                 |
| Call Tracking Setup                                    | Yes                 | Yes            | Yes                    | Yes                 |
| Competitive Analysis Report                            | Yes                 | Yes            | Yes                    | Yes                 |
| Campaign Optimization                                  |                     |                |                        |                     |
| Keyword Research & Bid Management                      | 10                  | 20             | 40                     | 80                  |
| A/B Ad copy Testing                                    | Yes                 | Yes            | Yes                    | Yes                 |
| Conversion Tracking                                    | Yes                 | Yes            | Yes                    | Yes                 |
| Regional Optimization                                  | Yes                 | Yes            | Yes                    | Yes                 |
| Ongoing Strategy Development                           | Yes                 | Yes            | Yes                    | Yes                 |
| Quality Score Analysis                                 | Complete            | Complete       | Complete               | Complete            |
| Display Network  |                     |                |                        |                     |
| Text Ads   | Yes                 | Yes            | Yes                    | Yes                 |
| Image Ads  | No                  | No             | Yes                    | Yes                 |
| Video Ads *On Request                                  | Yes                 | Yes            | Yes                    | Yes                 |
| Mobile Ad Campaign                                     |                     |                |                        |                     |
| Mobile campaign setup                                  | No                  | No             | Yes                    | Yes                 |
| Mobile Device / Carrier Targeting                      | No                  | Yes            | Yes                    | Yes                 |
| Remarketing Campaign                                   |                     |                |                        |                     |
| Audience Management                                    | Yes                 | Yes            | Yes                    | Yes                 |
| Remarketing code consultation                          | Yes                 | Yes            | Yes                    | Yes                 |
| Image Ads  | Yes                 | Yes            | Yes                    | Yes                 |
| Other Activities                                       |                     |                |                        |                     |
| Landing Page Consultation (Rs.3000 Extra)              | 1                   | 2              | 4                      | 5                   |
| Google Ad Extensions Consultation                      | Yes                 | Yes            | Yes                    | Yes                 |
| Adwords Express  | Yes                 | Yes            | Yes                    | Yes                 |
| Google Analytics (Additional Rs.3000 for Each section) |                     |                |                        |                     |
| Account Setup  | Yes                 | Yes            | Yes                    | Yes                 |
| Profile Setup  | Yes                 | Yes            | Yes                    | Yes                 |
| Advance Setup Consultation                             | Yes                 | Yes            | Yes                    | Yes                 |
| Funnel Tracking Consultation                           | Yes                 | Yes            | Yes                    | Yes                 |
| Report   |                     |                |                        |                     |
| Weekly, Monthly & Advanced                             | Yes                 | Yes            | Yes                    | Yes                 |
| Support  |                     |                |                        |                     |
| Email  | Yes                 | Yes            | Yes                    | Yes                 |
| Chat   | No                  | No             | No                     | Yes                 |

\*\* Campaign Setup Cost & Handling Charges Extra

\* Minimum subscription period on all the above ppc management plans is 3 months. \* the monthly charges per month are paid to appacmedia as professional fees for managing the campaign and do not include monthly adspent charges, that will be billed directly to you by google adwords or yahoo search marketing or microsoft adcenter. facebook or linkedin ads (additional cost ₹ 9000/month)