



\$398 setup fee · Cancel anytime · Monthly performance reports included

### GOOGLE ADS PLANS

MOST POPULAR

PRO  
**\$598**

/ month · \$398 setup  
\$0 – \$2,500 / mo budget

Campaign setup & basic targeting

- ✓ Campaign Build-Out
- ✓ Basic Targeting
- ✓ Keyword Research
- ✓ Negative Keywords
- ✓ Ad Copy Creation
- ✓ Pixel Installation
- ✓ Conversion Tracking
- ✓ Budget Recommendations
- ✓ Monthly Reports

PLUS  
**\$798**

/ month · \$398 setup  
\$2,500 – \$5,000 / mo budget

Ongoing optimization & testing

- ✓ Everything in Pro
- ✓ Ongoing Optimization
- ✓ Keyword Testing
- ✓ Conversion Improvements
- ✓ Audience Targeting
- ✓ Retargeting Ads
- ✓ Ad Extensions
- ✓ Extension Testing
- ✓ Performance Insights

PLATINUM  
**\$998**

/ month · \$398 setup  
\$5,000+ / mo budget

Advanced strategy & ROI scaling

- ✓ Everything in Plus
- ✓ Advanced Strategy
- ✓ Campaign Scaling
- ✓ ROI Maximization
- ✓ Performance Max Campaigns
- ✓ Demand Gen Campaigns
- ✓ Landing Page Recommendations
- ✓ Weekly Performance Reviews
- ✓ Dedicated Account Manager

Book a Free Call

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# GOOGLE ADS — FULL FEATURE BREAKDOWN



Feature	PRO	PLUS	PLATINUM
Budget Requirements	\$0–\$2,500	\$2,500–\$5,000	\$5,000+

Feature	PRO	PLUS	PLATINUM
Search Campaigns	✓	✓	✓
Display Campaigns	✓	✓	✓
Shopping Campaigns	✓	✓	✓
Video Campaigns	✓	✓	✓
App Campaigns	—	✓	✓
Performance Max Campaigns	—	✓	✓
Demand Gen Campaigns	—	—	✓

Feature	PRO	PLUS	PLATINUM
Campaign Build-Out	✓	✓	✓
Pixel Installation & Configuration	✓	✓	✓
Conversion Tracking Setup	✓	✓	✓
Keyword Research	✓	✓	✓
Negative Keywords	✓	✓	✓
Location Targeting	✓	✓	✓
Audience Targeting	—	✓	✓
Ad Copy Creation	✓	✓	✓
Ad Extensions	✓	✓	✓
Budget Recommendations	✓	✓	✓
Retargeting Ads	—	✓	✓

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# GOOGLE ADS — MONTHLY MANAGEMENT



Feature	PRO	PLUS	PLATINUM
Weekly Performance Review	✓	✓	✓
Conversion Tracking Audits	✓	✓	✓
Landing Page Recommendations	—	✓	✓
Ad Copy Optimizations	✓	✓	✓
Extension Testing	—	✓	✓
Audience Testing	—	✓	✓
Ad Testing	✓	✓	✓
Budget Management	✓	✓	✓
Performance Insights	✓	✓	✓
Campaign Scaling	—	—	✓
ROI Maximization Strategy	—	—	✓
Dedicated Account Manager	—	—	✓
Monthly Progress Report	✓	✓	✓

## PRICING SUMMARY

**PRO**  
**\$598/mo**  
 \$398 setup · \$0–\$2,500 budget  
 Campaign setup & basic targeting

**PLUS**  
**\$798/mo**  
 \$398 setup · \$2,500–\$5,000 budget  
 Ongoing optimization & testing

**PLATINUM**  
**\$998/mo**  
 \$398 setup · \$5,000+ budget  
 Advanced strategy & ROI scaling

MOST POPULAR

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