

Features	Aggressive	Market Leader	Enterprise
Monthly PPC spend with PPC networks	\$0-\$11,923/month ad spend (paid to networks)	\$11,923 - \$49,676+/month ad spend (paid to networks)	\$49,676+/monthly ad spend (paid to networks)
Keywords in campaign	Up to 2,000	Up to 10,000	Up to 10,000
Google PPC Network	✓	✓	✓
Bing PPC Networks	✓	✓	✓
Google Text Ad Remarketing & Banner Remarketing (if banner ads are included, provided by the client, or creative banner design is paid for)			
Google Display Network	✓	✓	✓
Google In-Store Visit Reporting	✓	✓	✓
Google Customer Match & Audience Match	✓	✓	✓
Gmail Competitor Ads	✓	✓	✓
MarketingCloudFX competitor intelligence	✓	✓	✓
Initial campaign development & strategy	✓	✓	✓
Advanced keyword research and selection	✓	✓	✓
Industry analysis	✓	✓	✓
Ad campaign copywriting	✓	✓	✓
Ad copy performance testing	✓	✓	✓
Ongoing keyword development and tweaking	✓	✓	✓
Dynamic keyword insertion into ads	✓	✓	✓

Google analytics integration & goal tracking	✓	✓	✓
Results analysis/reporting	✓	✓	✓
Strategic bid management	✓	✓	✓
PPC account settings monitoring (Ex. Geotargeting)	✓	✓	✓
Campaigns will be managed through client's Google Ads account (client will retain Admin/owner access of all campaigns created)	✓	✓	✓
Single account representative	✓	✓	✓
Up to two personal consultations per month	✓	✓	✓
Up to 100 web lead phone calls tracked per month (Included for all DGSol clients)	✓	✓	✓
Up to 25 web lead phone calls transcribed per month (Included for all DGSol clients)	✓	✓	✓

Monitoring clicks, conversions and click fraud activity	✓	✓	✓
Setup and management of rule based bidding	✓	✓	✓
International PPC campaign management (English only campaigns)		✓	✓
Setup of 1 Unbounce Landing Page template (optional)		✓	✓
Website conversion analysis reporting		✓	✓
Initial banner ad design for display & remarketing	Add \$892	1 set included	1 set included
Quarterly banner ad design for display & remarketing (a total of 4 banner ad sets a year)	Add \$892	Add \$892 a month (since 1 set is included each year)	Add \$223 a month (since 1 set is included each year)
Quarterly banner ad design for display & remarketing (a total of 4 banner ad sets a year)		By Quote	By Quote
Quarterly banner ad design for display & remarketing (a total of 4 banner ad sets a year)		By Quote	By Quote
Monthly performance & analysis reporting	✓	✓	✓
300+ SMEs behind campaign driving results	✓	✓	✓
MarketingCloudFX Lead Tracking	✓	✓	✓

Google Shopping Management

Included

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International Campaigns (Non-English) - Each additional language monthly management cost:	\$223	\$223	\$223
Weekly Data Calls: Review campaign changes every 7 days	\$396/month	\$396/month	\$396/month
Translation Services:	By Quote	By Quote	By Quote
One time setup	\$740 + 1 Months Management Fee \$1190 minimum	\$692 + 1 Months Management Fee \$2476 minimum	1 Months Management Fee \$7435
Progressive monthly management cost:	\$374 or 15%, whichever is higher	12% of ad spend	14% of ad spend