

PPC Packages		
Basic	Advanced	Enterprise
10,000 INR/Monthly	18,000 INR/Monthly	30,000 INR/Monthly
Campaign – 1	Campaign – 2	Campaign- 5
AD Groups – 2	AD Groups – 6	AD Groups – 10
Ad Copies – Maximum 6	Ad Copies – Maximum 15	Ad Copies – Maximum 50
No. of Keywords-50	No. of Keywords-100	No. of Keywords-150
Search Ads	Search Ads	Search Ads
Display Ads	Display Ads	Display Ads
Gmail Ads	Gmail Ads	Gmail Ads
Video Ads	Video Ads	Video Ads
Shopping Ads	Shopping Ads	Shopping Ads
App Promotion Ads	App Promotion Ads	App Promotion Ads
Remarketing List	Remarketing List	Remarketing List
Conversion Tracking	Conversion Tracking	Conversion Tracking
PPC CAMPAIGN MANAGEMENT	PPC CAMPAIGN MANAGEMENT	PPC CAMPAIGN MANAGEMENT
Competitor Analysis – Yes	Competitor Analysis – Yes	Competitor Analysis – Yes
Keyword Optimization – Yes	Keyword Optimization – Yes	Keyword Optimization – Yes
Ad Copy Optimization – Yes	Ad Copy Optimization – Yes	Ad Copy Optimization – Yes
VALUE ADDS	VALUE ADDS	VALUE ADDS
ROI Analysis	ROI Analysis	ROI Analysis
Landing Page Optimization	Landing Page Optimization	Landing Page Optimization
REPORTING	REPORTING	REPORTING
Reports – Monthly	Reports – Monthly	Reports – Monthly
Dedicated Account Manager	Dedicated Account Manager	Dedicated Account Manager
Support – Email, Chat	Support – Email, Chat	Support – Email, Chat