

Pay-Per-Click (PPC) Advertising Packages

Features / Package Attributes	STARTER One channel, get started	GROWTH Two channels, scale leads	SCALE Full multi-channel program
STRATEGY & PLANNING			
Account audit & discovery workshop	✓	✓	✓
Audience, competitor & keyword research	✓	✓	✓
Channel strategy & media plan	Onboarding	Quarterly	Monthly
Guided monthly ad spend (paid to platforms)	Up to €1,000	€1,000–€5,000	€5,000+
Markets / languages	1	1	Up to 3 (DE/EN/FR)
CHANNELS MANAGED			
Google Search & Performance Max	✓	✓	✓
Meta Ads (Facebook & Instagram)	Choose 1	Up to 2 total	✓
Google Display & YouTube	–	Optional	✓
LinkedIn Ads	–	Optional	✓
Google Shopping / feeds	–	–	✓
Remarketing & retargeting	Basic	Standard	Advanced segmentation
CAMPAIGN BUILD & CREATIVE			
Campaign & audience structure setup	✓	✓	✓
Ad copywriting variants	Up to 4/mo	Up to 10/mo	Up to 18/mo
Static creative / banners	2 per month	5 per month	10 per month
Video / motion creative	–	–	1 per month
Landing page input	Recommendations	Recommendations	Recommend + build (1/qtr)
OPTIMIZATION			
Bid, budget & pacing management	Weekly	Weekly	Ongoing
Search term & negative-keyword refinement	Bi-weekly	Weekly	Weekly
A/B testing (copy, creative, audience)	Monthly	Monthly	Continuous roadmap
Conversion rate optimization input	–	Basic	✓
TRACKING & MEASUREMENT			
Conversion tracking & GA4 setup	✓	✓	✓
Google Tag Manager implementation	✓	✓	✓
Meta Pixel / Conversions API Server-side tracking & consent mode Call &	–	✓	✓
lead-quality tracking	–	Basic	✓
REPORTING & SUPPORT			
Dashboard & ROAS / CPA reporting	Monthly	Monthly	Live + monthly
Strategy & performance call	Monthly (30 min)	Monthly (30 min)	Bi-weekly (45 min)
Dedicated account manager	–	✓	✓
Response time on requests	3 business days	2 business days	1 business day

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PRICING			
Total Monthly Fee (EUR)	€199	€399	€699
Above guided spend	Flat fee	Flat fee	or 12–15% of spend
Minimum Engagement	3 months	3 months	3 months

Pricing note

Management fee only – advertising spend is billed directly by Google, Meta or LinkedIn to the client and is not included above. Prices apply to engagements in Germany, Switzerland, Austria, France and the UK. Swiss engagements are quoted in CHF at parity. VAT is added where applicable. Final scope is confirmed at proposal stage.

Optional Add-Ons	Cost Type	Remark
One-time setup / migration	Per month	€199 – waived on 6-month engagements
Additional channel	Per month	€150 per channel per month
Additional market / language	Per month	€150 per market per month
Landing page design & build	Onetime	From €300 per page
SEO & AI SEO (AEO/GEO)	Per month	From €199 – see available Packages