




GOOGLE ADS MAINTAINENCE PACKAGE

www.bridalcommerce.com

Features	Maintenance Starter Package 280 € (per month)	Maintenance Silver Package 550 € (per month)	Maintenance Gold Package 830 € (per month)
Term	Quarterly (3 Months)/ Half Yearly (6 Months)	Quarterly (3 Months)/ Half Yearly (6 Months)	Quarterly (3 Months)/ Half Yearly (6 Months)
Campaign management and Optimisation			
Keyword Optimization & Maintenance	✓	✓	✓
Ad Groups Creation	✓	✓	✓
Ad Copy Optimization	✓	✓	✓
Negative Keyword Management	✓	✓	✓
Ad copy split testing	✓	✓	✓
Geo Targeting Optimization	✗	✓	✓
Keyword Expansion	✗	✓	✓
Ad Positions and Manage Bids	✗	✗	✓
Keyword Bid Optimization	✗	✗	✓
Landing Page Optimization	✗	✗	✓
Ad Group Monitoring			
Conversion Tracking	✗	✓	✓
Traffic Statistics Analysis	✗	✓	✓
Fraudulent Click Monitoring	✗	✗	✓
Quality Score Monitoring	✗	✗	✓
Analysis and Reporting			
Monthly Reporting	✓	✓	✓
Search Query Report Analysis	✗	✓	✓
Traffic Statistics Analysis	✗	✓	✓
Performance Reports	✗	✗	✓
Call tracking & recording	✗	✗	✓
Advanced Reports	✗	✗	✓
Advanced Analysis & Reporting Setup	✗	✗	✓

*Clients needs to provide the costing for the ads spent on Google ads.



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