



Google Ads

Our conversion focused Google Ads campaigns will help drive leads **and** sales for your business.

We do what we do best, so you can do what you do best



Google Ads Limits

Campaigns

Ad Groups

Ads

Ad Copy Variations

Monthly Ad Budget Recommendations

Available Campaign Types

Search

Display

Pro

1 Campaign

2 Ad Groups

4 Ads

2 Ad Copies

£500 - £2,000



Plus

2 Campaigns

4 Ad Groups

8 Ads

4 Ad Copies

£2,000 - £4,000



Premium

3 Campaigns

6 Ad Groups

12 Ads

6 Ad Copies

£4,000 - £8,000



Platinum

4 Campaigns

8 Ad Groups

16 Ads

8 Ad Copies

£8,000+



	Pro	Plus	Premium	Platinum
Remarketing	✓	✓	✓	✓
Smart	✓	✓	✓	✓
Discovery	✓	✓	✓	✓
Google Maps	-----	✓	✓	✓
App (Android and iOS)	-----	✓	✓	✓
YouTube	-----	✓	✓	✓
Shopping	-----	-----	✓	✓
Google Ads Setup				
Gain Business Manager Access	✓	✓	✓	✓

	Pro	Plus	Premium	Platinum
Google Tag Manager Setup	✓	✓	✓	✓
Conversion Tracking Setup	✓	✓	✓	✓
Google Tag Manager Event Testing	✓	✓	✓	✓
Campaign Strategy	✓	✓	✓	✓
Demographics Research	✓	✓	✓	✓
Keyword Research	✓	✓	✓	✓
Competitor Research	✓	✓	✓	✓
Campaign Setup	✓	✓	✓	✓
Ad Group Setup	✓	✓	✓	✓

	Pro	Plus	Premium	Platinum
Ads Setup	✓	✓	✓	✓
Ad Scheduling	✓	✓	✓	✓
Custom Audience Upload	✓	✓	✓	✓
Campaign Quality Assurance	✓	✓	✓	✓
Campaign Approval	✓	✓	✓	✓
Campaign Launch	✓	✓	✓	✓
Post Launch Checkpoints	✓	✓	✓	✓
Ad Extensions Setup	-----	✓	✓	✓

Google Ads Monthly

Pro

Plus

Premium

Platinum

Campaign Optimization



Strategy Enhancement



Eliminate Irrelevant Traffic



Ad Optimization



Ad Split Testing



Audience A/B Testing & Optimization



Keyword Expansion & Cleanup



Quality Score Management



	Pro	Plus	Premium	Platinum
Negative Keyword Optimization	✓	✓	✓	✓
Lookalike Audience Creation	✓	✓	✓	✓
Remarketing	✓	✓	✓	✓
Weekly Optimization Report	✓	✓	✓	✓
Monthly Progress Report	✓	✓	✓	✓
Ad Extensions Optimization	-----	✓	✓	✓