

| Minimum Ad Spend (AUD) | \$470 - \$784/month | \$785 - \$1564/ month | \$1565 - \$4694/month | \$4695 +/month |
|---|--|--|--|--|
| Management Fee | Management Fees are added on top of the ad spend amount. See product pricing for your Management Fee percentage. | | | |
| Platform Choices | 1 | 1 | Up to 2 | Up to 3 |
| Platforms | Google Search Only | <ul style="list-style-type: none"> Google/Bing Search Facebook/Instagram | <ul style="list-style-type: none"> Google/Bing Search Facebook/Instagram Display Retargeting YouTube Video | <ul style="list-style-type: none"> Google/Bing Search Facebook/Instagram Display Retargeting YouTube Video LinkedIn |
| Strategy Call with Ads Specialist | - | - | <ul style="list-style-type: none"> Month 1 Month 3 Every Quarter | Every month |
| Campaign Edits | - | 1 | 1 | 2 |
| Advertising Intelligence Reporting | ✓ | ✓ | ✓ | ✓ |
| Custom Optimization | Ongoing and as needed based on performance | Ongoing and as needed based on performance | Ongoing and as needed based on performance | Ongoing and as needed. Recent major updates to be reviewed on strategy call |
| Campaign Audience Segments | Up to 4 | Up to 5 | Up to 6 | Custom |
| Platform Details | | | | |
| Google/Bing | <ul style="list-style-type: none"> 1 campaign 2 ad groups (Google only) | <ul style="list-style-type: none"> 3 campaign 6 ad groups | <ul style="list-style-type: none"> 2 campaigns 6 audiences 8 ad versions | <ul style="list-style-type: none"> 4 campaigns 8 audiences 12 ad versions |
| Instagram/Meta | - | <ul style="list-style-type: none"> 1 campaign 4 audiences 3 ad versions | <ul style="list-style-type: none"> 2 campaigns 6 audiences 8 ad versions | <ul style="list-style-type: none"> 4 campaigns 8 audiences 12 ad versions |
| YouTube/Display Retargeting | - | - | <ul style="list-style-type: none"> 5 campaigns 10 ad groups | <ul style="list-style-type: none"> 8 campaigns 15 ad groups |
| LinkedIn | - | - | - | <ul style="list-style-type: none"> 2 campaigns 4 audiences |

Please note: The above pricing is approximate as they are based on USD to AUD conversion and may vary depending on the current exchange rate.