





Comparison Table For Our Various Pay Per Click (PPC) Services:

PPC Management Packages	SILVER	GOLD	PLATINUM	TITANIUM
Monthly Cost	\$300	\$400	\$500	\$600
Hourly Rate	\$ 23	\$ 16	\$ 12.5	\$ 12
Total Man Hours	13	25	40	50
Initializing the Project 				
Initial Consultation	✓	✓	✓	✓
Initial Call Setup	x	✓	✓	✓
Account Setup	✓	✓	✓	✓
Conversion Code Consultation	✓	✓	✓	✓
Campaign Optimization 				
Keyword Research & Bid Management	1000	2000	5000	Unlimited
Negative Keywords	✓	✓	✓	✓
A/B Ad Copy Testing	✓	✓	✓	✓
Day Parting	✓	✓	✓	✓
Geo- Targeting	✓	✓	✓	✓
Local Search Campaigns (If Applicable)	✓	✓	✓	✓
Conversion Tracking	✓	✓	✓	✓
Other Activities 				
Image Ads*	x	1	3	5
Landing Page Consultation*	x	1	3	5
Website Optimizer (If Applicable)	x	x	✓	✓
Click Fraud Support	x	x	x	✓
Google Analytics 				

Basic Setup	✓	✓	✓	✓
Profile Setup	✓	✓	✓	✓
Advanced Setup Consultation	✗	✓	✓	✓
Funnel Tracking Consultation	✗	✗	✓	✓
Analysis & Monitoring	✗	✓	✓	✓
Reports 				
Weekly Report	✓	✓	✓	✓
Monthly Report	✓	✓	✓	✓
Advanced Reports	✗	✓	✓	✓
Customer Support 				
Email Support	✓	✓	✓	✓
Chat Support	✗	✓	✓	✓
Conference Call / Telephone	✗	1	2	4

NOTE: Fees paid to synapseconsultinggroup.com, do not include monthly click charges that will be billed directly to you by Google AdWords or Yahoo Search Marketing or Microsoft adCenter or any other Pay Per Click Engine selected by client. The charges specified in table are based on per search engine and per website.

NOTE:

1) Image Ads: Up to 2 modifications only.

2) Landing Page Consultation: Suggestions/Advice on existing landing pages. If required we are to create landing page then it will attract separate charges. For platinum and titanium, consultation given for 3 or 5 pages may (or may not) be given in single month but over a period of 3 to 5 months.