BaseCloud

2025 **Rate Card**

Google Ads

Generate high-quality leads fast and effectively with Google Ads.

How it Works

We engineer and fine-tune your Google Ads campaign to generate highly targeted, ready-to-convert leads or sales.

Whats to Expect

Increased quality traffic, higher conversion rates, and improved cost-per-acquisition metrics.

Features	Google Ads
Monthly Management Fee (includes setup fee)*	**20% of Total Ads Budget**
The Basics	
Set up of Google Accounts	✓
Keyword Research	✓
Google Ads Copy Writing	✓
Website Recommendation	✓
Live Google Ads Performance Dashboard	✓
Advanced Lead Tracking (BaseCloud CRM)**	**Optional**
A/B Testing	**Upon Request**
Support Services	
Email & Telephone Support	✓
Client Relationship Manager & Strategic Advice/Reports	✓
Monthly Meetings (1 hour)	✓
Weekly Meetings (1 hour)	**+$400/m**

All Packages

Include a Client Success Manager & Strategic Advice.

What to expect:

- A dedicated BaseCloud expert who continually works at improving the account and performances.
- A dedicated BaseCloud expert who continually communicates with your team, assisting and providing feedback where required.
- Real time, data-driven insights for your business inefficiencies identified by the BaseCloud expert.

***Sales tax not included**. lease note that it can take up to 7 working days to set up your Ads. ***The minimum Google Ads budget is $6,000 per month.**
**BaseCloud CRM is an optional upgrade. This unlocks an additional layer of precision, and allows the BaseCloud Ads specialist to leverage larger datasets to proactively manage your campaign.
***Lead Time:** Please note that it can take up to 7 working days to set up your Ads.