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.

What to Expect

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

Features	Google Ads
Monthly Management Fee (includes setup fee)*	**R4 500/m**
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)	**+R3000/m**

All costs are VAT Exclusive

*The minimum management fee R4 500/m. Should the budget be increased to higher than R22,500 ex VAT per month, respectively, our fee will be charged at 20% of the budget (whichever is higher).
**BaseCloud CRM is an additional option to consider for Google Ads. ** This enables the BaseCloud specialist to know EXACTLY the quality of leads being generated and allows the BaseCloud specialist to act proactively on your campaign management.

Please note that set up takes between 5-10 Working days.

All Packages

Include a Client Success Manager & Strategic Advice.

What to expect:

- A dedicated BaseCloud expert who continually works at improving the account and performance.
- 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.