

2026 Pricing Sheet

Google Ads

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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)*	20% of Total Ads Budget
The Basics	
Set Up of Google Accounts	✓
Keyword Research	✓
Google Ads Copywriting	✓
Website Recommendation	✓
Live Google Ads Performance Dashboard	✓
Advanced Lead Tracking (BaseCloud CRM)**	\$140/m Required
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

* Sales tax not included. See Notes & Terms for full fee structure. ** Required on all Google Ads campaigns.

Notes & Terms

1. Management Fee Structure

The monthly management fee is 20% of your total Google Ads budget and includes the setup fee. The minimum Google Ads budget is \$3,000 per month.

2. Sales Tax Not Included

Sales tax is not included in the above pricing and will be added to your invoice where applicable.

3. Advanced Lead Tracking with BaseCloud CRM (Required)

Advanced Lead Tracking via BaseCloud CRM is required on all Google Ads campaigns and is billed at \$140/m. This unlocks an additional layer of precision and allows the BaseCloud Ads specialist to leverage larger datasets to proactively manage your campaign.

4. Client Success Manager & Strategic Advice (Included in All Packages)

Every package includes 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.

5. Lead Time

Please note that it can take up to 7 working days to set up your Ads.