

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)*	R4 500/m
The Basics	
Set Up of Google Accounts	✓
Keyword Research	✓
Google Ads Copywriting	✓
Website Recommendation	✓
Live Google Ads Performance Dashboard	✓
Advanced Lead Tracking (BaseCloud CRM)**	R850/m Required
Tracking Number (excl. eCommerce)***	R475/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)	+R3 000/m

* All costs are VAT exclusive. See Notes & Terms for full fee structure. ** Required on all Google Ads campaigns. *** Compulsory for all businesses except eCommerce.

Notes & Terms

1. Management Fee Structure

The minimum management fee is R4 500/m. Should the budget be increased to higher than R22 500 ex VAT per month, our fee will be charged at 20% of the budget (whichever is higher).

2. All Costs Are VAT Exclusive

All prices shown exclude VAT. VAT 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 R850/m. 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. A compulsory tracking number (R475/m) applies to all businesses except eCommerce, which routes and measures every call generated by 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 set up takes between 5-10 working days.