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# PAID DIGITAL ADVERTISING.

Bad Penny Factory is a digital narration and design agency, founded in Oklahoma and grown and nurtured in the USA. Bad Penny Factory is an award winning agency with prestigious accolades recognized the world over.

# PAID DIGITAL ADVERTISING

Pay-Per-Click Advertising (PPC) is one of the best ways to target your most qualified audience. It allows you to reach them where they're already looking, and gain a leg up against competitors. For all campaigns managed by Bad Penny Factory, you'll get the latest in advertising technology to help target a precise market. Our campaigns utilize Google's robust PPC search and display network, text ad remarketing and banner remarketing to encourage previous visitors to convert. Our paid ad campaigns also extend to other search engines, social media channels and streaming platforms.

// Entry Packages with Scalable Options

## Bad Penny Factory PPC Packages

### \$500/Month

- 9, 12 and 18 Month Terms
- One-Time \$475 Setup Fee
- \$850 Base Ad Spend
- Services for 1 Business

### Aggressive

### \$750/Month or 18%\*

- 9, 12 and 18 Month Terms
- One-Time \$575 Setup Fee
- Services for 1 Business
- \**Whichever is Higher*

### Market Leader

	Up to \$2,500	\$2,501 to \$15,000
Monthly Ad Spend with PPC Networks	Up to \$2,500	\$2,501 to \$15,000
Keywords in Campaigns	Up to 400	Up to 2,000
Google PPC Network	X	X
Bing PPC Network	Additional \$150/Month	X
Google Banner Ad Design Collections	Up to 2 Sets	Up to 4 Sets
Google Text Ad and Banner Ad Remarketing	X	X
YouTube Video Ads (client to provide creative media)	X	X
Ad Campaign Copywriting	X	X
Dynamic Keyword Insertion into Ads	X	X
Google Analytics Integration	X	X
Goal Tracking and Event Tracking (GTM)	X	X
Geo Targeting and Audience Building	X	X
Ongoing Keyword Development and Tweaking	X	X
Ongoing Performance Reporting	X	X
Creation of Landing Page	1 Page	Up to 3 Pages
Additional Landing Pages for Funneling	\$250/Page	\$150/Page
Call Ad Tracking	Add \$45/Month	Add \$45/Month
Monitoring Clicks, Conversions and Click Fraud Activity		X
Monthly Personal Consultations		X
Setup and Management of Rule Based Bidding		X
Deep Analysis of Competitor Placements		X

# REMARKETING SERVICES



## Continue The Engagement

Remarketing helps drive brand awareness because it keeps your company's name in the forefront of potential customers' minds.

## How It Works

Remarketing is a form of online advertising in which your ads are only shown to people who have already visited your website or clicked on an existing ad. So instead of advertising to people who have never heard of your business, you can focus on those who are already familiar with your brand.

If you've ever shopped online and later seen ads for products similar to the ones you viewed, you've experienced this strategy firsthand—you may even be one of the many people who've converted as a result.

# JUST A FEW PPC TERMS EXPLAINED

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## Pay-Per-Click (PPC)

Advertisers (like Bad Penny Factory) bid on keywords and pay a fee every time an ad is clicked by a searcher.

## Click Through Rate (CTR)

Click Through Rate or Click Thru Rate (CTR) is a measure of PPC performance determined by dividing the number of clicks received by the number of impressions received. CTR is tied to keywords and PPC ads. For example, if someone searches for "Maryland HVAC companies" and they see an ad titled, "New York HVAC Companies", it is highly unlikely that they will click the (seemingly) irrelevant ad. The PPC advertiser displaying the NY ad for a MD search is going to have a very low CTR associated with their ad because the ad is receiving impressions, but it is not attracting clicks.

## Conversion

A Conversion refers to any action a PPC advertiser deems more valuable than someone that simply visits their website, does nothing and then leaves. Conversions are often referred to as "Goals." If the goal of your PPC campaign is to generate leads then actions such as visitors completing a web form or clicking the phone number to call should be identified as a Conversion. Google has special Conversion Codes that can be added to your website and campaign landing pages to track when a Conversion has occurred.

## Conversion Rate

A measure of PPC campaign performance. It can be evaluated at the keyword, ad or landing page level. It is calculated by dividing the number of Conversions by the number of Clicks.

## Ad Position

The order in which your ad appears on a page in relation to other paid ads. An ad position of "1" means that your ad is the first ad on a page.

## Ad Rank

Not to be confused with Ad Position, Ad Rank is a value that's used to determine your ad position behind-the-scenes. This is calculated as the product of your bid and Quality Score.

## Ad Extensions

Ad Extensions are like add-ons that provide additional information such as your company address, phone number, more page links, product images and even email newsletter sign up boxes. Ad extensions are another way to customize your PPC strategy based on the nature of your business.

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## Ad Group

A set of keywords, ads, and bids that is a key part of how your account is organized. Each campaign is made up of one or more ad groups, while each ad group typically includes about 5-10 keywords.

## Cookies

Not to be confused with snack-food, this is a small file saved on people's computers to help store preferences and other information regarding previous search history. Engines use these to track conversions and build audiences for remarketing lists.

## Day Parting

Optimization technique where you adjust your ads to run during the most profitable hours and/or days. For example, if you run a call center that operates from 8-5, you can schedule ads to run during that timespan only.

## Geotargeting

Also known as Location Targeting, this campaign setting allows advertisers to specify the geographical countries, regions, states, etc. where their ads will be served.

## Impression Share

Impression share (IS) is the number of impressions you've received divided by the estimated number of impressions you were eligible to receive. Eligibility is based on your current ads' targeting settings, approval statuses, bids, and Quality Scores. Data is available at the campaign and ad group levels.

## Long-tail Keyword

A specific keyword phrase that consists of 2 or more words. Most advertisers use long-tail keywords to target the customer at or near their buying stage. These also generally have less competition since they are more specific, which leads to reduced CPCs.

## Search Network

A group of search-related websites where your ads can appear, including Google search sites and search partners.

## Search Partners

Websites partnered with Google to show PPC advertisements on the Search Network. They can be opted out of in the Google interface, but advertisers don't have the ability to bid exclusively on search partners.

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# **Thank You.**

**For your interest in partnering with us.**

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