



Terms and Conditions – PPC Management

(To be read in conjunction with our business terms and conditions)

Scope of Work:

The PPC Management covers managing the following with the aim of maximising return on investment:

- Daily budget
- Click through rates
- Average costs per click
- Ranking position of ads/keywords
- Search term reports
- Negative keyword list
- Bid strategies
- Search impression share
- Ad extensions
- Optimising keywords for conversions
- Keyword Quality Scores
- Split testing ads
- Creation of new ads
- Ad/keyword schedules
- Devices
- Remarketing
- Conversion tracking
- Cost per acquisition targeting
- Landing page recommendations
- Reporting

Privacy Policy:

Your email address and contact details will never be rented or sold. We will only use your details to send you information about this or complimentary services. You can unsubscribe at any time.

Pricing Policy:

All promotional offers / prices are at our discretion.

All fees will be charged in advance, for account set up and for the forthcoming months of PPC management.

PPC Account Policy:

We will use all of our experience and best practice methods to manage and optimise your PPC account. However no guarantees can be made regarding results.

PPC accounts will be set up in your name, and you will be able to take them with you should you leave our service. We accept no liability regarding your loss of passwords / access to your PPC accounts. You will be ultimately responsible for your account as it is yours and belongs to you.



Cancellation Policy:

After initial payment you may cancel your subscription within 30 days provided that work has not started on your account.

You may cancel the monthly account management at any time, we do not tie you into long term or minimum term contracts. Payments for account management will be taken

in advance for the coming month. If you pay for the month then you will be not be able to receive a partial refund if you decide to cancel mid-month.

Although budgets can be set daily and monthly, Google sometimes exceeds your daily budget by a small amount, but will make it up in following days by charging you less on another given day. We will make every effort possible to ensure that your monthly budget is not exceeded but will not be held responsible for the budget being breached on any given day.

Payment:

Payment must be received monthly through GoCardless. If payment is not received due to cancellation of the Direct Debit or lack of funds, we reserve our rights to cancel the agreement with no refunds provided.

Costs:

The client agrees to pay the monthly management service costs as outlined below.

TBC

*Costs exclude VAT currently set at 20%.

On behalf of the client:

Company Name: _____

Name (printed): _____

Position: _____

Date: _____

Signature: _____