

As your ad account spend scales, so does the work.

As your advertising budget increases, managing the associated campaigns becomes significantly more complex.

With a modest advertising budget, it's fairly straightforward to target a niche audience and optimize the performance of your ads. This often results in beneficial returns on your investment. But, as your budget grows, connecting with the right audience becomes a more intricate task.

Larger budgets inherently mean a broader pool of potential customers. The challenge is that these customers may not have a strong interest in your product or service or may not need it right away.

Handling these difficulties as your account expands demands more strategic planning, creative testing, and data analysis. We'll need to run A/B tests on several landing pages, sift through copious amounts of data, and allocate more time to develop effective strategies. All this is essential to ensure a positive return on your increased advertising spend.

In order to appropriately account for the increased effort and resources necessary to scale your account, we have implemented a percentage management fee model.

This approach ensures fair compensation for our work. Our pricing model is unique in that it includes a sliding scale fee - the percentage decreases as your ad spend increases. This way, as your campaigns expand, they simultaneously become more cost-effective, providing you with greater value for your investment.

The system benefits both parties. You won't decide to increase your spending unless you have a high-performing campaign, which in turn ensures our work is effective. Hence, the system is designed to reward merit-based performance.

Tier I**Ad Spend:**

\$0 - \$10,000

% Fee:

0%

Base Fee:

\$3,000

Min Fee:

\$3,000

Tier II**Ad Spend:**

\$10,000 - \$50,000

% Fee:

10%

Base Fee:

\$2,000

Min Fee:

\$3,000

Tier III**Ad Spend:**

\$50,001 - \$100,000

% Fee:

8%

Base Fee:

\$2,500

Min Fee:

\$6,500

Tier IV**Ad Spend:**

\$100,001 - \$500,000

% Fee:

5%

Base Fee:

\$3,500

Min Fee:

\$8,500

Tier V**Ad Spend:**

\$500,001+

% Fee:

4%

Base Fee:

\$5,000

Min Fee:

\$25,000