

KETAK COMMUNICATIONS



PPC PACKAGES

Categories	Basic	Advanced	Enterprise
	15,000 INR Monthly (EXCLUSIVE OF ALL TAXES)	23,000 INR Monthly (EXCLUSIVE OF ALL TAXES)	35,000 INR Monthly (EXCLUSIVE OF ALL TAXES)
Campaign	1	2	5
AD Groups	2	6	10
Ad Copies	Max 6	Max 15	Max 50
No. of Keywords	50	100	150
Search Ads	✓	✓	✓
Display Ads	✗	✓	✓
Gmail Ads	✗	✓	✓
Video Ads	✗	✓	✓
Shopping Ads	✗	✗	✓
App Promotion Ads	✗	✓	✓
Remarketing List	✗	✓	✓
Conversion Tracking	✓	✓	✓
PPC CAMPAIGN MANAGEMENT			
Competitor Analysis	✓	✓	✓
Keyword Optimization	✓	✓	✓
Ad Copy Optimization	✓	✓	✓
VALUE ADDS			
ROI Analysis	✗	✓	✓
Landing Page Optimization	✗	✓	✓
REPORTING			
Reports – Monthly	✓	✓	✓
Dedicated Account Manager	✗	✗	✓
Support – Email, Chat	✓	✓	✓