

	500	1000	2000
	REMARKETING	REMARKETING	REMARKETING
Recommended Minimum Duration (Months)	6	6	6
MONTH 1 SERVICES			
AD SPEND BRACKET			
Monthly AdWords Budget Range	0-\$500	\$500-\$1000	\$1000-\$2000
ACCOUNT SETUP			
Creat remarketing tag code	YES	YES	YES
Install remarketing tag code	YES	YES	YES
Set the pages that will be triggers to retarget users	YES	YES	YES
Set pages that will be hidden on retargeting	YES	YES	YES
Create remarketing list(s)	1	2	3
Create membership duration	YES	YES	YES
Create remarketing banner text (for approval)	YES	YES	YES
Design 300X250 banner (for approval)	1	2	3
Design 728X90 banner (for approval)	1	2	3
Upload banner ads segregated per list	YES	YES	YES
Align banner ads to landing page	YES	YES	YES
Set the number of times the ad copy will appear daily	YES	YES	YES
Traffic estimation to determine PPC search recommendation	YES	YES	YES
Setup remarketing cancellation triggers	YES	YES	YES
REPORTING			
Work Report	YES	YES	YES
MONTH 2 AND ONGOING SERVICES			
CAMPAIGN MANAGEMENT AND OPTIMIZATION			
Testing of banner ads	YES	YES	YES
Testing of landing pages	YES	YES	YES
Display network optimization	YES	YES	YES
Budget management	YES	YES	YES
Impression capping optimization	YES	YES	YES
Delay targeting	YES	YES	YES
Put time lag in between users	YES	YES	YES
Target existing customers	YES	YES	YES
REPORTING			
Work Report	YES	YES	YES