



Meta Ads

SERVICE PLANS



	PRO	PLUS	PLATINUM	
META ADS LIMITS	Included	Included	Included	Description
Budget Requirments	\$0 - \$2,500	\$2,500 - \$5,000	\$5,000+	The monthly budget needed to support your selected service tier.

META ADS PLACEMENTS	Included	Included	Included	Description
Meta Ads				Ads that appear across Facebook and its family of apps, including Messenger and Audience Network.
Instagram Ads				Visual and video ads displayed in Instagram's feed, Stories, Explore, and Reels.

META ADS SETUP	Included	Included	Included	Description
Custom Graphic Image Creatives	3 Graphics	6 Graphics	9 Graphics	Designing tailored visual graphics to enhance your ad campaigns.
Campaign Build-Out				Structuring and launching comprehensive ad campaigns aligned with your goals.
Pixel Installation & Configuration				Setting up tracking pixels to monitor and optimize campaign performance.

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META ADS SETUP	Included	Included	Included	Description
Conversion Tracking Setup	✓	✓	✓	Implementing systems to accurately track conversions and measure success.
Audience Targeting	✓	✓	✓	Identifying and selecting the most relevant audience segments for your ads.
Ad Copy Creation	✓	✓	✓	Crafting compelling ad copy designed to capture attention and drive action.
Offer Recommendations	✓	✓	✓	Suggesting effective offers to boost engagement and conversions
Budget Recommendations	✓	✓	✓	Providing guidance on optimal budget allocation for your campaigns.
In-App Lead Form Creation	✓	✓	✓	Designing and setting up lead forms within the app to capture user information.
Retargeting Ads	✓	✓	✓	Creating ads aimed at re-engaging users who have previously interacted with your brand.

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META ADS MONTHLY	Included	Included	Included	Description
Weekly Performance Review & Enhancements	✓	✓	✓	Regular updates to optimize your ad account for better performance.
Performance Insights	✓	✓	✓	Delivering reports and analysis on key metrics and trends in your campaigns as needed.
Landing Page Recommendations	✓	✓	✓	Suggesting improvements to your landing pages to increase conversion rates.
Offer Strategy Recommendations	✓	✓	✓	Advising on the best offers to attract and convert your target audience.
Ad Copy Optimizations	✓	✓	✓	Enhancing your ad copy to improve engagement and effectiveness.
Audience Testing	✓	✓	✓	Experimenting with different audience segments to find the most responsive groups.
Ad Testing	✓	✓	✓	Running tests on different ad variations to optimize performance.
Budget Management	✓	✓	✓	Overseeing and adjusting your budget to ensure optimal spending.
Conversion Tracking Audits	✓	✓	✓	Reviewing and optimizing your conversion tracking setup to ensure accurate data.
Monthly Progress Report	✓	✓	✓	Summarizing your campaign’s monthly performance with key takeaways and next steps.