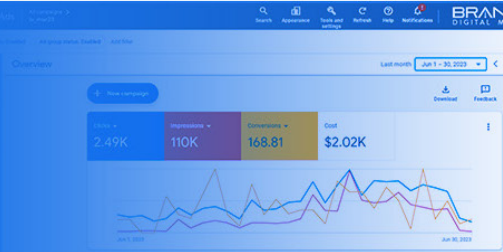


PLATINUM PERFORMANCE MAX

34 hours per month



With the Platinum Performance Max plan, we examine the existing data sets that your business has so far (at least 4-6 months of data), and we begin to apply the best performing data to a Performance Max campaign.

New startups cannot progress into this plan in the beginning as converting data is crucial for a Pmax campaign to learn properly.

Features of this plan:

- Google Search (*semi-focus*)
- Performance Max (*semi-focus*)
- Consideration (*semi-focus*)
- Purchase (*semi-focus*)
- Setup specific to Performance Max
- Ads/ Descriptions (*converting content for Performance Max*)
- Price Assets
- Optimization Score (*monitor and tweak*)
- Video (*4 branded videos; production*)
- Google Tags (*conversion tracking*)
- Weekly Reports (*2-week waiting period; unless prior data exists*)
- Monthly Reports (*campaign progress*)

The Focus - Platinum Performance Max.

For the Platinum Performance Max plan, we enter a stage where proven data sets can be integrated with smart-bidding. We will use top-performing assets such as images, ads, keywords, videos, and other campaign variables to expand on successful, existing strategies.

The 24-Hour Customer Journey

At Brandom, we would like to think that were of the first marketing firms to introduce a same-day customer journey cycle. How it works is that, by default, if an account runs both a search campaign and a Pmax campaign at the same time (with similar content), the Pmax campaign will run until its budget is exhausted, then, the Search campaign begins.

Using time filtering, we can offer an account an 'automatic', same-day customer journey. Furthermore, awareness and consideration assets would be placed in your Pmax campaign, while, purchase and loyalty assets would be targeted on your Search campaign.



Plan: **Platinum Performance Max**

Monthly: \$1070 (*does not include ad spend*)

Setup: \$400 (*one-time*)

Management: 34 hours per month

Focus: Google Search + Video + Performance Max + Shopping Ads