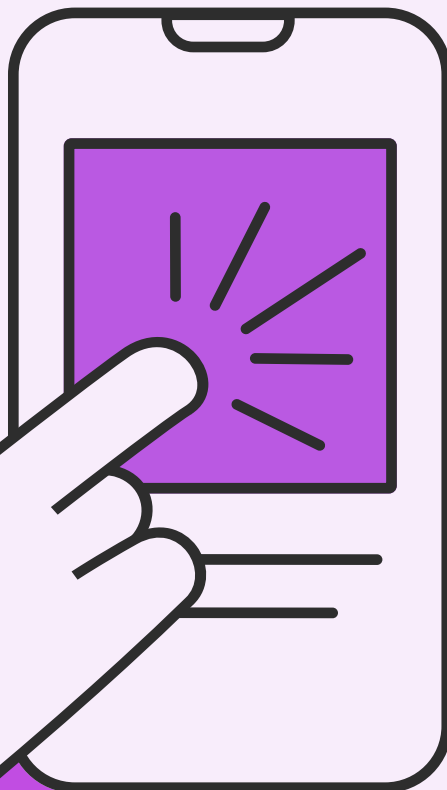
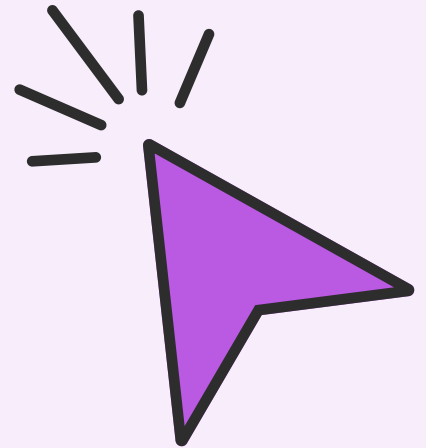


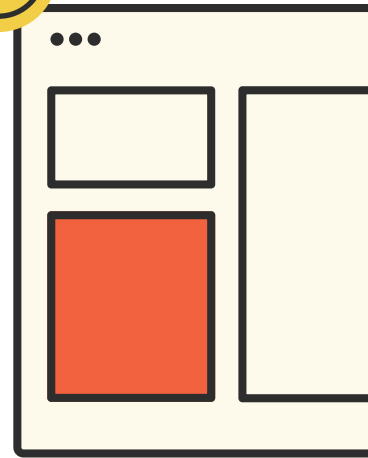
vital.

# Paid Digital Advertising Program.



# Paid Digital Advertising That Pays You Back.

At Vital, we're obsessed with maximizing your return on investment across the digital advertising platforms where your audience spends their time. As a full-service, integrated digital marketing agency, we apply cross-disciplinary data and intelligence to drive optimal paid media performance. Our focus on full-funnel targeting and attribution means you not only generate more leads in the sales funnel — you know exactly which strategies and tactics actually drive the business results you need.



## What Our Clients See.

▼ **28%**

DECREASE IN  
COST-PER-LEAD

▲ **30%**

INCREASE IN  
ECOMMERCE SALES

▲ **40%**

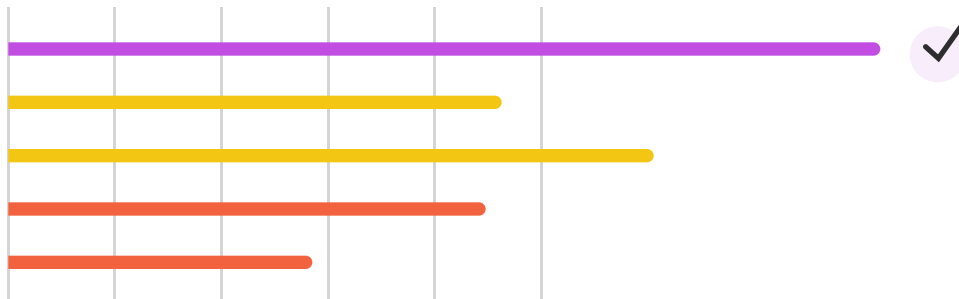
INCREASE IN  
CLICK-THROUGH RATE

▼ **35%**

REDUCTION IN  
COST-PER-CLICK

# The Right Channels at the Right Time.

Our expert strategists work across all digital channels: Google Ads, Meta (Facebook and Instagram) Ads, LinkedIn Ads, TikTok Ads, Bing Ads or, X, and more. Our fanatical attention to data means you won't waste money on ads that don't convert — instead, we double down on the highest-performing platforms and strategies, so results keep getting better over time.



“Vital’s team has increased online tire sales 3X and service booking leads have doubled with the same budget we once managed internally.”

Lynn Campbell  
Director of Marketing, VIP Auto

“Since partnering with Vital...we are getting twice as many online leads and 75% more eCommerce sales out of our monthly spend. Vital has paid for themselves five times over.”

Stefa Normantas  
Marketing Director, Texture Plus

“Vital’s unique approach to full-funnel paid digital advertising has driven significant increases in web traffic and leads from prospective students who might otherwise have never found us.”

Dave Traube  
Chief Marketing Officer, Marshall University

# Our Approach to Paid Digital Advertising Management.

The best results start with a great client relationship.

*(When was the last time you raved about your paid advertising people?)*

Here's our philosophy:



## **Your Money, Your Account**

Your paid digital advertising account is an asset. It should belong to you, not your agency.



## **We Speak Business.**

We report on the metrics you care about and spare you the technical gibberish.



## **No Long-Term Contracts.**

Our paid media contracts run month-to-month, with a 30-day cancellation window.



## **No Autopilot**

We actively manage campaigns on a daily and/or weekly basis, depending on the velocity of the spend.



## **No Vanity Metrics**

We optimize for the metrics that drive real business results. Leads and sales, baby. Leads and sales.



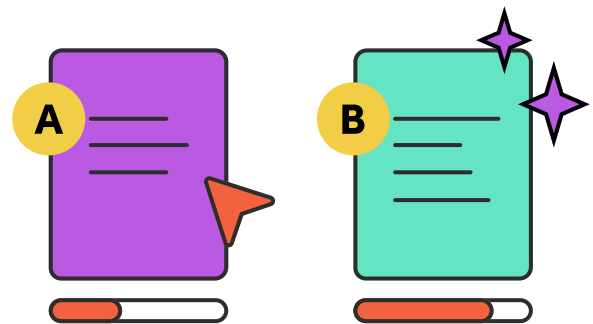
## **No Radio Silence**

You get a dedicated account manager who responds to questions in just a few business hours, so you always know where to turn.

# AI in Paid Digital Advertising.

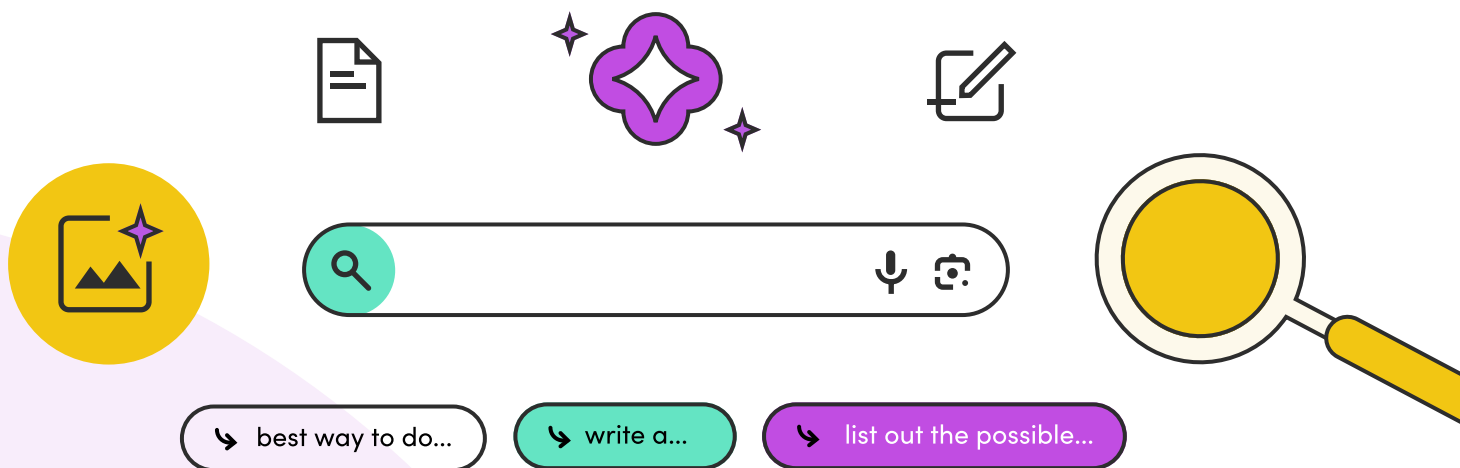
Our paid media team taps into the power of AI to make campaign management smarter, faster, and more effective.

Whether it's crafting fresh headlines and description variations for A/B and multivariate testing, generating alerts when data swings suggest a closer look is needed, or pulling together reports and high-level insights to save time, AI is a useful tool.



It's also helpful for recommending negative keywords, tweaking bids, and helping us test landing pages and offers to boost conversions.

Google's AI-driven bidding strategies — formerly automated bidding — play a notable role too, helping us make the most of ad budgets. And while we don't lean on AI-generated images for every client, it's sometimes valuable for rapid-response testing of creative concepts.



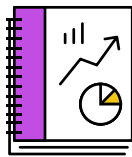
# Paid Digital Advertising Retainer Structure.

Following our initial assessment and planning phases, the program is executed on a monthly retainer basis, with weekly status updates.\*



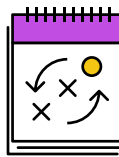
## Weekly Status Meetings

A recurring weekly meeting to keep projects moving forward.



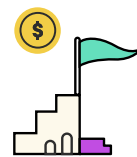
## Monthly Reporting Meetings

Every month, Vital updates a dashboard with all key marketing data.



## 3-Month Calendar Presentations

Every 3 months, Vital presents our recommendations for marketing projects to achieve our goals and objectives.



## Yearly Goals & Objectives Alignment

We help you set long-term goals and review them annually to ensure we're on track.

*\* Note: Meeting cadence may vary depending on your advertising budget.*

## The Pod.

A dedicated team of paid digital marketing experts focused on optimizing your campaign objectives.

### Strategy

Paid Digital Ad Strategist

### Production

Content Strategist

Web Developer

UX/UI Designer

Video Specialist

### Management

SEM Project Manager

SEM Coordinator





# What's Included?

We handle every detail of your paid digital advertising strategy and execution.

- ✓ Bid management
- ✓ Keyword management
- ✓ Ad placement & targeting adjustments
- ✓ Ad design
- ✓ Ad copy optimization & testing
- ✓ Geo-targeting improvements
- ✓ Closed loop tracking
- ✓ Landing page design & performance review
- ✓ Proactive campaign recommendations
- ✓ Check-in calls & meetings
- ✓ Monthly campaign performance report
- ✓ Lead quality & ROI analysis

# Sample Pricing.

From new account creation to auditing existing accounts, Vital's setup process ensures optimized campaigns and channels. Setup costs vary based on the sophistication of the account, number of accounts, and conversion optimization needs. Actual costs will be determined following discovery.

## Phase 1. Discovery & Account Setup

Sample setup project

- ✓ Paid search & social discovery
- ✓ Kickoff meeting
- ✓ Keyword research
- ✓ Audience & competitor research
- ✓ Landing page copy, design, & development
- ✓ Paid media platform account setup
- ✓ Strategic input on campaign creative
- ✓ Paid search ad creation
- ✓ Closed loop tracking & attribution reporting setup
- ✓ Report creation
- ✓ Project management

Sample Setup Costs:

**\$5420 - \$10,580**

## Phase 2. Monthly Management

Vital charges a monthly management fee as a percentage of spend. Our management fee covers monthly bid adjustments, negative keyword management, campaign tweaks, reporting on key metrics, content changes, landing page adjustments, and meetings. Other initiatives, including setting up new campaigns or landing pages, are typically handled as separate projects which may or may not require a new discovery and setup process, depending on the complexity and parameters of the project.

**Spend level is based on a per channel/network spend (unless otherwise noted). For example, a \$5k spend in Google network and a \$5k spend in Facebook/Instagram network is NOT a \$10k spend level and would use rates based on \$5k spend level.**

Monthly Spend	Monthly Management Fee
< \$4,999	<b>\$950</b> (minimum)
\$5,000 - \$9,999	<b>17.5%*</b>
\$10,000 - \$19,999	<b>15%*</b>
\$20,000 - \$29,999	<b>12.5%*</b>
\$30,000 - \$99,999	<b>10%*</b>
\$100,000 - \$499,999	<b>\$10,000+**</b>
\$500,000 - \$1m+	<b>\$20,000+**</b>

\*Percentage of advertising spend

\*\*Custom Retainers Available



Clients who are also enrolled in a digital marketing retainer receive a **10% discount** on the listed monthly management fees.





# Multiple Platform Management Fees.

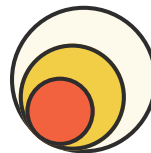
We understand that managing multiple channels can be complex. That's why we offer a minimum of four dedicated hours per channel, ensuring you receive the attention and strategy you need for optimal performance.

This is our suggested pricing model. If your business requires a different structure, custom quotes can be provided upon request.



## First Channel:

Management fees are based on your spend tiers, which ensures scalability as your business grows.



## Second Channels:

For each additional channel, management fees are calculated based on the lower spend between \$600 minimum or 12% of spend — whichever is higher. This ensures you get the most value without overpaying.

# Paid Media Spend Float Fees.

Vital bills clients monthly for the amount spent on their behalf for ads, with the budget determined and approved by the client before the invoice date. Float fees are applied when Vital manages ad spend payments and billing on behalf of the client.

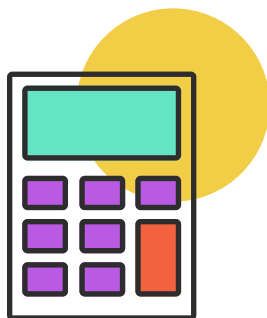
## Paying ahead of Ad Period

A 3% float fee applies to payments made before the start of the ad period. To maintain the 3% rate, payment must be received in full before the ad period begins. In this case, estimated invoices will be sent 30 days before the billing period, with payment due by the first day of the month. Any overages or underages will be reconciled in the following month's invoice.



## Paying in arrears of Ad Period

When payments are processed after the ad period, a 6% float fee will be applied.



### 3%

#### Float Fee

applies to payments made  
before the start of the ad  
period

### 6%

#### Float Fee

applies to payments that  
are processed after the  
ad period