

META ADS¹

PACKAGES / SPECIFICATIONS	LAUNCH	GROWTH (POPULAR)	SCALE ²
BEST FOR	Local businesses starting with ads	Growing companies that want more leads	Multi-location or e-commerce brands that want to scale aggressively
INVESTMENT	\$450/mo	\$999/mo	15% of ad spend (min. \$1,500/mo)
CONTRACT LENGTH (MINIMUM)	3 months	3 months	6 months
RECOMMENDED AD SPEND ³	\$1,000 - \$3,000/mo	\$3,000 - \$10,000/mo	\$10,000+/mo
CAMPAIGNS ⁴	Up to 3	Up to 6	Up to 15
FUNNEL STAGES	Conversion (ready-to-buy customers)	Consideration + Conversion	Full funnel (awareness to Repeat Customers)

SEASONAL CAMPAIGN PLANNING	2 seasonal campaigns a year (e.g., Black Friday, holidays)	Up to 5 seasonal campaigns a year with offer and timing plan	Full yearly calendar: festivals, holidays, local events and industry peaks, 60-day advance plan
AUDIENCE TARGETING	Location, age, broad (Advantage+)	+ Interests, lookalike audiences	+ Customer-list audiences and exclusions
RETARGETING	Website visitors, Instagram / Facebook engagers	+ Video viewers, lead form, cart drop-offs	+ Customer lists and past buyer offers
COMPETITOR RESEARCH	Top 3 competitors' ads reviewed at setup	Up to 5 competitors' ads checked monthly	Up to 10 competitors tracked, monthly reports with opportunities to win
PLACEMENTS	Facebook, Instagram, Threads (feed, stories and reels)	+ WhatsApp Status, Messenger, chat ads (WhatsApp, Instagram DM)	All Meta placements incl. Marketplace, Explore and Audience Network, creative sized for each

CREATIVE FORMATS	Image, reel, carousel (Pixel Perfect sizing)	+ Motion graphics, testimonial and explainer video	+ UGC-style video, catalog, collection ads and Instant Experience
REEL PRODUCTION	You film, we edit	+ Scripts, shot lists, footage review, stock B-roll	+ Live professional shoot directions on video call
AD CREATIVES	6/mo	12/mo	24/mo
CREATIVE REFRESH	Monthly	Every 2 weeks	Weekly
AD COPY	2 versions per creative	3 versions per creative	3 versions and hook / headline variations
AD LANGUAGES	English	English + any 1 language (professionally translated)	English + any 2 languages of your choice (professionally translated)
A/B TESTING	Creatives	Creatives + ad copy	Creatives, copy, audiences and landing pages

SPEND OPTIMIZATION	Weekly	Twice a week	Daily checks, changes as needed
PIXEL + CONVERSIONS API (CAPI)	Pixel and CAPI setup, standard events	+ Custom events, match-quality tuning	+ Offline / CRM conversions sent to Meta
LANDING PAGE	Audit + fixes done for you	1 custom web page with AI chatbot	Up to 6 custom web pages (1 per core product / service) with AI chatbot
PROFILE OPTIMIZATION	One-time Instagram (Professional) and Facebook (Page) setup / optimization	+ Pinned posts, highlights setup, ad comment moderation (3× per week)	+ Monthly profile update, daily ad comment moderation and automated replies to DMs
LEADS INTO YOUR CRM	Email alert, Google Sheet	CRM integration, instant alert	CRM and AI follow-up (via fastest channel)
MISSED-CALL TEXT-BACK	—	Instant AI text when you miss a call	+ AI replies by text/call, books appointments 24/7 and leads are synced to CRM

EMAIL MARKETING	—	1 promotional email per month to leads and subscribers	Automated email sequences to leads and subscribers
MANAGEMENT	Monthly review	Review call every two weeks	Weekly review call and monthly strategy plan
REPORTING	Monthly report	+ Live dashboard	Live dashboard, weekly summary and monthly deep-dive
CONTACT	Email, Text	Email, Text, Call	Email, Text and Call, dedicated Project Manager

Free account audit before you pay anything

3-month minimum (6 on Scale), then cancel anytime

Full transparency on every change we make

You own your Meta Ads A/C, even if you leave

Zero markup on ad spend - you pay Meta directly

Upgrade anytime with Happiness Guarantee⁵

¹Terms and conditions apply.

²Custom enterprise solutions available, contact us for a personalized quote.

³Ad spend is paid directly by you to Meta, isn't included in any package and can't be refunded by us.

⁴Campaigns can be swapped or replaced anytime within your limit.

⁵REFUND POLICY

STAGES	REFUND
YOU'VE PAID, WE HAVEN'T STARTED	100% BACK
STRATEGY CALL DONE	75% BACK
CAMPAIGNS BEING BUILT	50% BACK
CAMPAIGNS ARE LIVE	NO REFUND

Parvathy