

# Google Ads Management


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Get in touch with us!

 +1 (386) 4090 5005 (Ext-1584)

 +90 (212) 900 9094 (Ext-1584)

 +1 (613) 416 7874 (Ext-1584)

 +1(804)-396-6825

 [sales@laditech.com](mailto:sales@laditech.com)

 <https://www.laditech.com/>



Research & Strategy	 Business Starter	 Business Growth	 Business Accelerate	 Business Enterprise
Competitor Research	✓	✓	✓	✓
Competitive Benchmarking	✗	✗	✓	✓
Creative Advertising	✗	✗	✓	✓
Marketing Research	✓	✓	✓	✓
Marketing Strategy	✓	✓	✓	✓
Strategy Monitoring	✓	✓	✓	✓
Target Audience Research	✓	✓	✓	✓
Google Ads Services	 Business Starter	 Business Growth	 Business Accelerate	 Business Enterprise
Ad Testing Bid	✓	✓	✓	✓
Banner Ad Design	✓	✓	✓	✓
Budget Management	✓	✓	✓	✓
Conversion Tracking	✓	✓	✓	✓
Google Analytics	✓	✓	✓	✓
Keyword Expansion	✓	✓	✓	✓
Minimum Budget	\$500	\$1000	\$2000	\$3500
New Campaign Development	✓	✓	✓	✓
Performance Analysis	✓	✓	✓	✓
Shopping Ads	✓	✓	✓	✓
Keywords	Up to 12	Up to 20	Up to 35	Up to 50
Ad Groups	Up to 5	Up to 8	Up to 12	Up to 20