



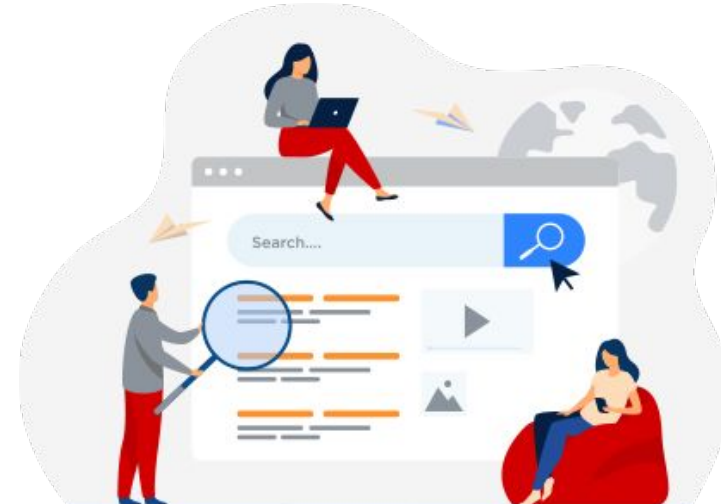
# PAID MEDIA:- PRICING PACKAGES

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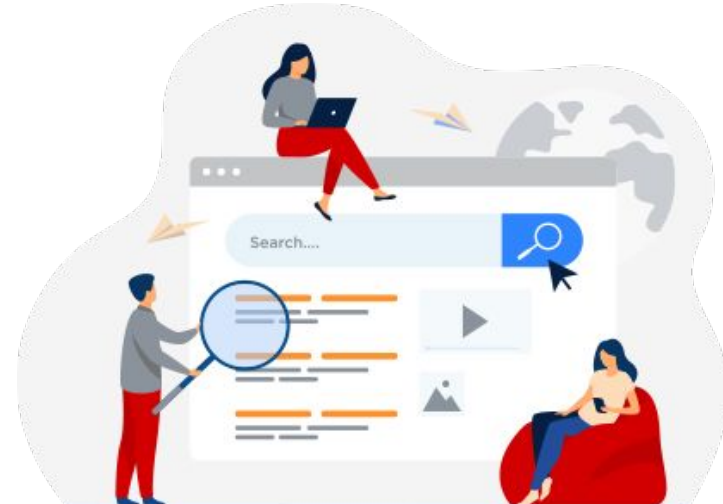
# Introduction

UpPhile, as a result-focused digital marketing company, keep its finger on the nerves of ever-evolving digital marketing industry. Thus, empowering its clients with time-tested digital solutions.

We build result oriented digital strategies to help you establish a prominent brand presence, reach the right customers, and pull-off conversions.



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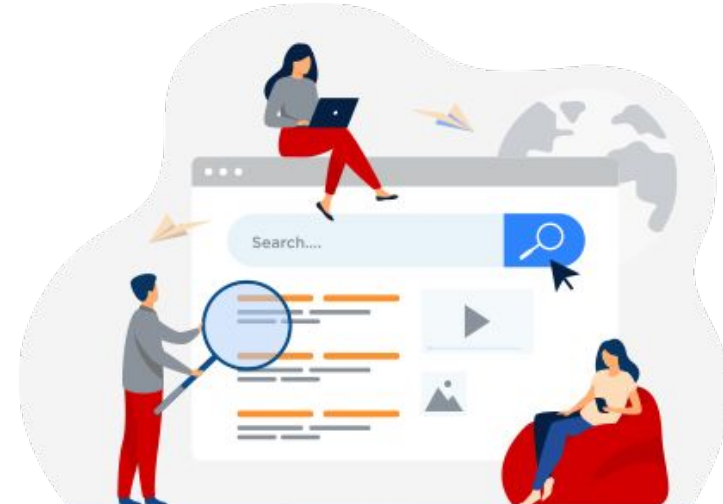


# Paid Packages (International)



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Monthly Media Spend	Price Per Account
Up to \$5,000	\$300
\$5,001 - \$12,000	8.5%
\$12,001 - \$20,000	7.5%
\$20,001 and more	7%

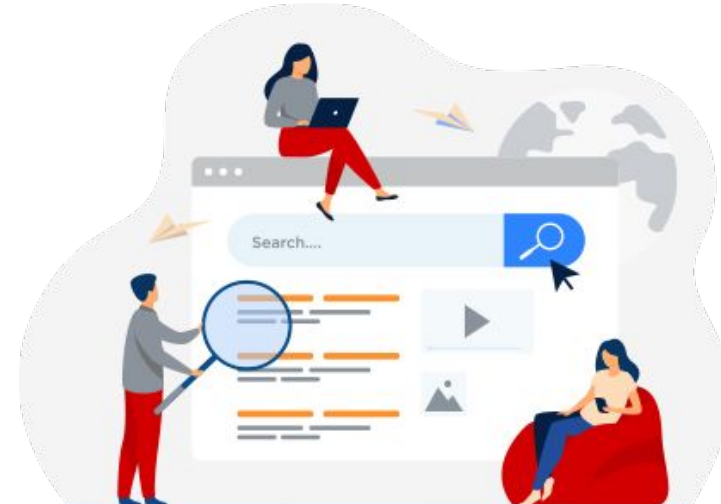


# Paid Packages (India)



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Monthly Media Spend	Price Per Account
Up to Rs 40,000	15,000
Rs 40,001- Rs 80,000	35%
Rs 80,001 - Rs 1,50,000	25%
Rs 1,50,001 and more	15%

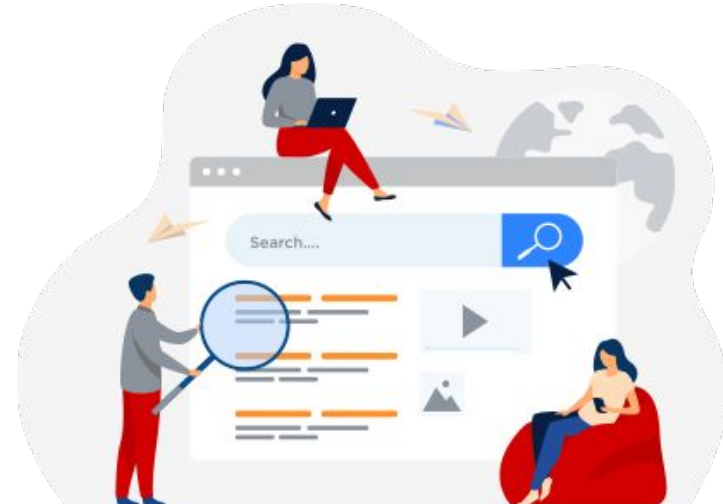


# Management Includes (Facebook Ads)



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- Facebook Business Manager Set Up
- Campaign creation and ad copy creation
- Pixel Installation
- Budget pacing
- Detailed & Custom Audience Creation
- Remarketing
- Custom Conversion Creation
- Facebook Analytics Report Creation
- Ad Campaign Monitoring

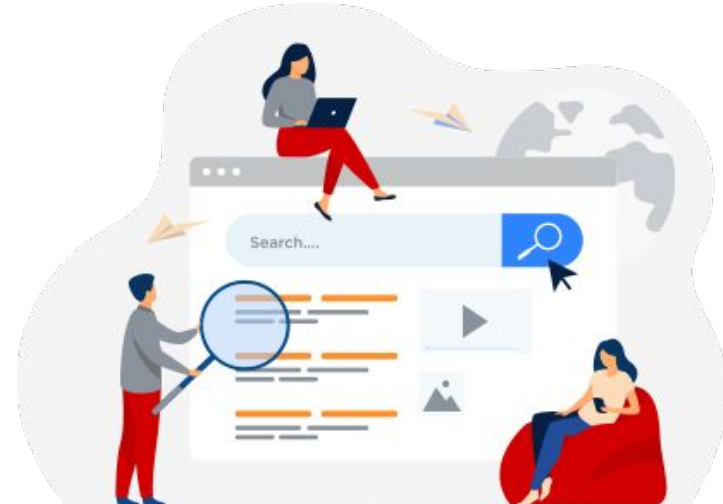


# Management Includes (Google Ads)



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- Keyword research & competitor ads analysis
- Campaign creation and ad copy creation
- Budget pacing
- Remarketing
- Conversion tracking & ROI analysis
- Ongoing campaign optimization
- A/B testing
- Landing page suggestion
- Detailed reporting

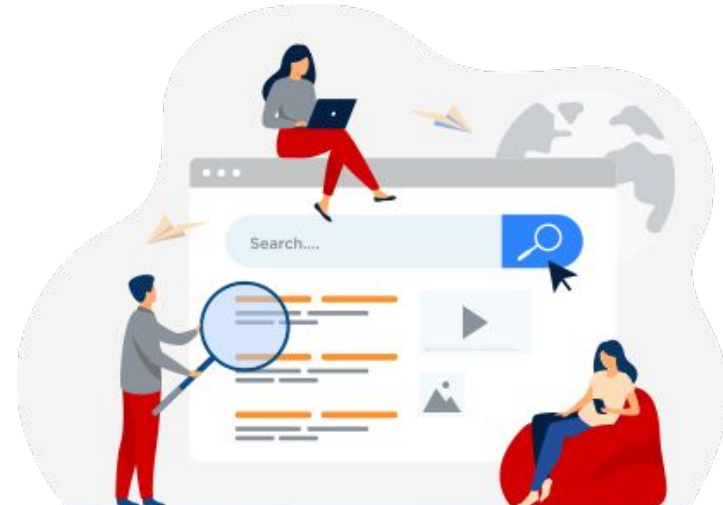


# Campaign Setup Fees (International)



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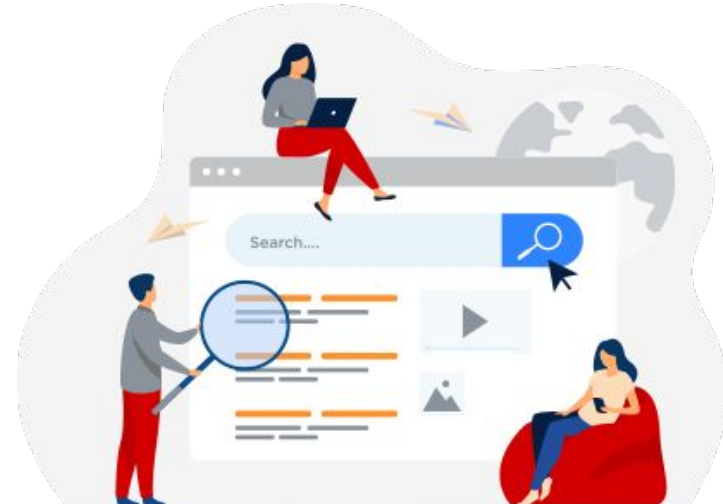
Monthly Media Spend	Price
Up to \$5,000	\$350
\$5,001 - \$12,000	\$500
\$12,001 - \$20,000	\$650
\$20,001 and more	\$800





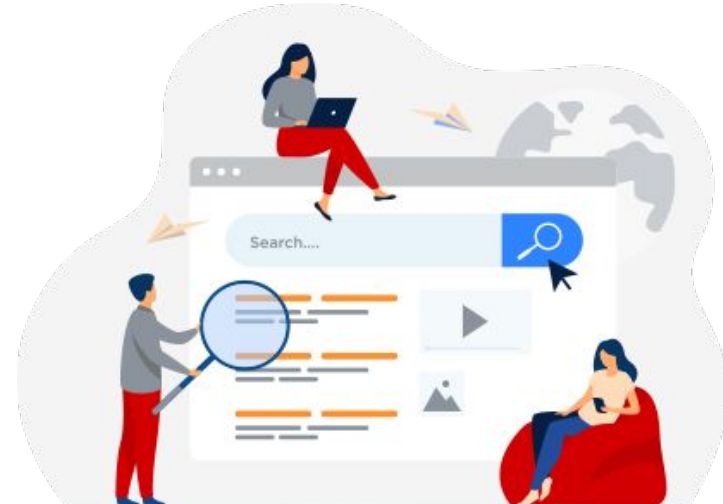
# Campaign Setup Fees (India)

Monthly Media Spend	Price
Up to Rs 30,000	Rs 3,000
Rs 30,001- Rs 80,000	Rs 6,000
Rs 80,001 - Rs 1,50,000	Rs 8,500
Rs 1,50,001 and more	Rs 10,000



# Setup Includes(Facebook Ads)

- Overall account structure which includes detailed targeting, ad copy creation, graphic design for ad.
- Facebook Business Manager Set Up
- Facebook & Instagram Linking
- Facebook & Whatsapp Linking
- Custom Conversion Creation
- Audience creation - Custom & Lookalike Audiences
- Catalogue Creation

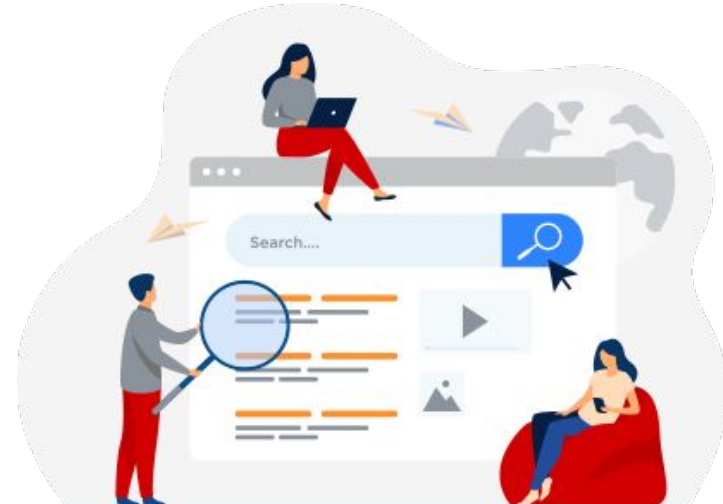


# Setup Includes(Google Ads)

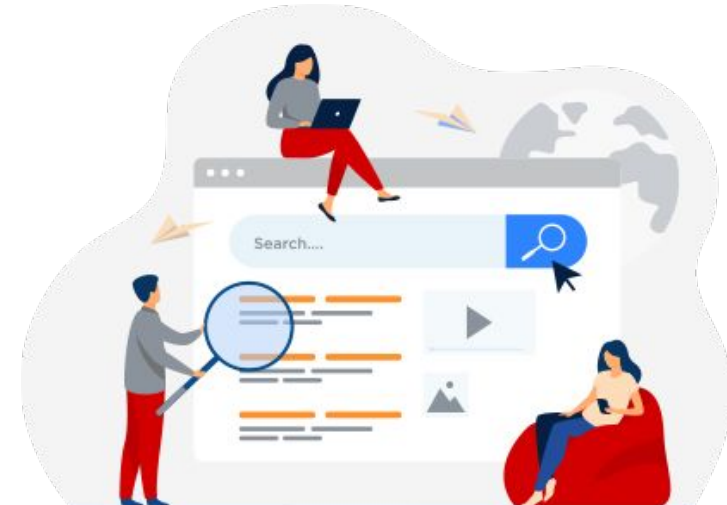
- Overall account structure which includes keyword research, ad copy creations, ad extensions creations
- Google analytics setup
- Events & goals setup
- Google ads and Google Analytics account linking
- Conversion tracking configuration



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# Portfolio



# Real Estate - Shilp Ananta

## Summary:

- ★ Link Clicks - 1,416
- ★ Leads - 314
- ★ Cost Per Lead - ₹35.86

## Challenge:

They were looking for high amount of leads for their premium flats in an elite location of Ahmedabad.

## What Did We Do:

We started off with highly specific interests targeting that resulted in providing qualified leads. With constant optimization, we were able to successfully achieve quality leads at around ₹35.86.

Link Clicks	Cost Per Link Clicks	Leads	Cost Per Lead
1,416	₹7.95	314	₹35.86

CAMPAIGN NAME	LINK CLICKS	IMPRESSIONS	CTR	CPC	RESULTS	AMOUNT SPENT	CPL
Shilp Ananta - Lead Generation - 30th...	1,416	73,956	1.91%	₹7.95	314	₹11,260.93	₹35.86

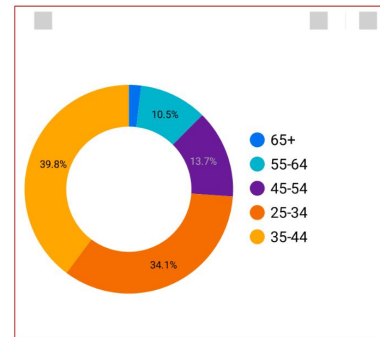
AGE	AMOUNT SPENT	LEADS	CPL
25-34	₹4,559.75	107	₹36.48
35-44	₹3,477.23	125	₹32.5
45-54	₹1,864.07	43	₹43.35
55-64	₹1,046.27	33	₹31.71
65+	₹313.62	6	₹52.27

1 - 5 / 5 < >

PLACEMENT	AMOUNT SPENT	LEADS	CPL
Feed: News Feed	₹5,633.9	152	₹37.07
Facebook Stories	₹4,010.63	118	₹33.99
Feed: video feeds	₹1,357.4	40	₹33.93

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## Results Segmented By Age



# Real Estate - Swarnim Vatika

## Summary:

- ★ Link Clicks - 430
- ★ Leads - 90
- ★ Cost Per Lead - ₹10.49

## Challenge:

This real estate brand wanted to get as many leads as possible at the lowest possible CPL for their residential project.

## What Did We Do:

With the help of specific detailed targeting and informative lead forms, the brand managed to receive high quality leads at a very low CPA.

Link Clicks

430

Cost Per Link Clicks

₹4.04

Leads

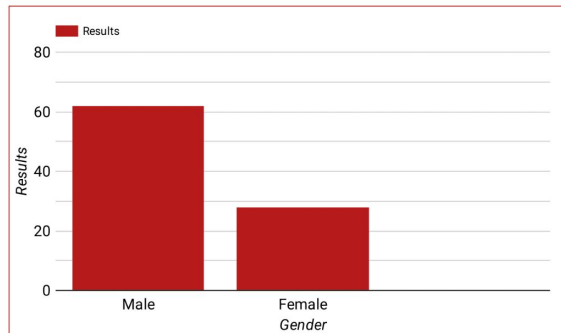
90

Cost Per Lead

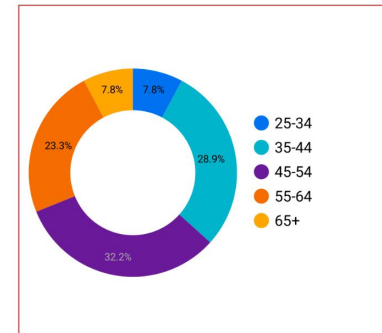
₹10.49

AD SET NAME	LINK CLICKS	IMPRESSIONS	CTR	CPC	AMOUNT SPENT	RESULTS +	CPL
Swarnim Vatika - Interest - Instant Forms	165	2,910	5.67%	₹2.48	₹409.80	61	₹6.72
Swarnim Vatika - Interests - Calls	265	4,813	5.51%	₹1.56	₹413.54	29	₹14.26

Results Segmented By Gender



Results Segmented By Age



# Real Estate - Satwa Bliss

## Summary:

- ★ Link Clicks - 842
- ★ Leads - 165
- ★ Cost Per Lead - ₹71.28

## Challenge:

Satwa Bliss is a residential apartment for which they required highly qualified leads so that they could be influenced for a site visit.

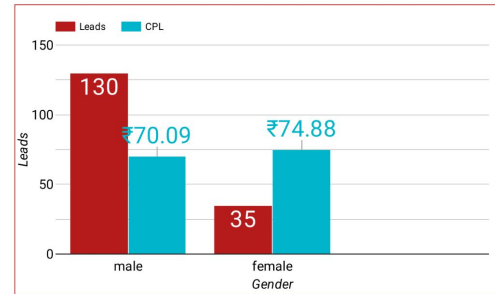
## What Did We Do:

The campaigns initially started off with detailed targeting and along with that various lookalike audiences were also created which assisted in reaching out to large pool of audiences and ultimately receiving high quality leads.

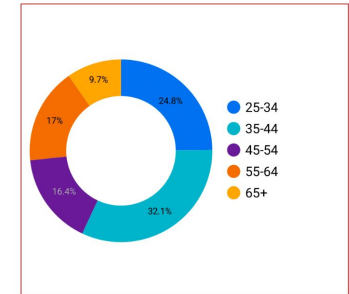


CAMPAIGN NAME	LINK CLICKS	IMPRESSIONS	CTR	CPC	AMOUNT SPENT	LEADS	CPL
Satwa Bliss New - Interest - Instant Forms	842	57,813	1.46%	₹13.97	₹11,761.99	165	₹71.28

Results Segmented By Gender



Results Segmented By Age



# Real Estate - Shilp Revanta

## Summary:

- ★ Link Clicks - 822
- ★ Leads - 190
- ★ Cost Per Lead - ₹61.55

## Challenge:

This real estate brand wanted to get clients for their mid range residential apartment in Ahmedabad.

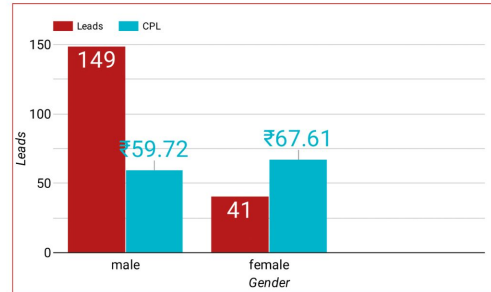
## What Did We Do:

We did hyperlocal targeting by targeting specific areas from new part of Ahmedabad city. We targeted people based on their interest and demographics as well as through lookalike audiences made from people who already interacted with the ads.

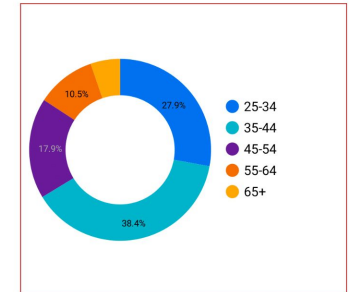


Campaign Name	LINK CLICKS	IMPRESSIONS	CTR	CPC	AMOUNT SPENT	LEADS	CPL
Shilp Revanta - Interest - Instant Forms	822	38,933	2.11%	₹14.23	₹11,695.15	190	₹61.55

Results Segmented By Gender



Results Segmented By Age





# Jewellery - Purple Tresor(Messages Objective)

## Summary:

- ★ Link Clicks - 1,250
- ★ Leads - 488
- ★ Cost Per Lead - ₹21.73

## Challenge:

Purple Tresor wanted to maximise their sale from the social media platforms but they did not have a website.

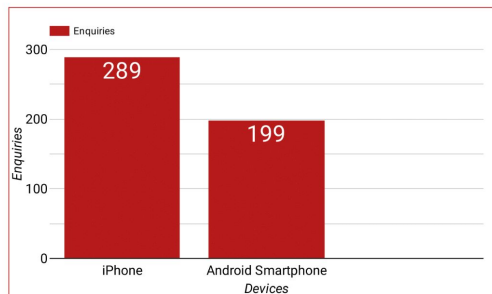
## What Did We Do:

We ran campaigns with the Messages objective as women tend to enquire about their favourite jewellery as soon as they come across amazing jewellery designs. The brand collects enquiries, showcase their product catalogues, and ultimately convert users from the Instagram DMs

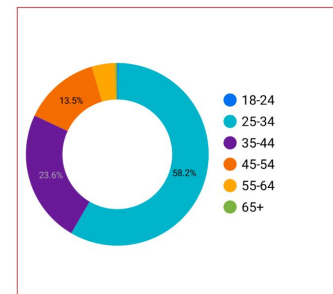


Ad Set Name	LINK CLICKS	IMPRESSIONS	CTR	CPC	AMOUNT SPENT	ENQUIRIES	CPL
Instagram Direct   CA. Instagram Visitors   ...	581	50,816	1.14%	₹11.87	₹6,896.18	173	₹39.86
Instagram Direct   Interests   Earrings	211	23,521	0.9%	₹8.27	₹1,745.79	95	₹18.38
Instagram Direct   CA. Instagram Visitors   ...	241	15,578	1.55%	₹7.05	₹1,698.25	107	₹15.87
Instagram Direct   Interests   Choker	217	15,731	1.38%	₹6.68	₹1,449.22	113	₹12.82

Results Segmented By Devices



Results Segmented By Age



# Jewellery - Purple Tresor (Traffic Objective)

## Summary:

- ★ Link Clicks - 60,374
- ★ Cost Per Result - ₹3.48

## Challenge:

Purple Tresor was looking to enhance their social media presence in quick succession.

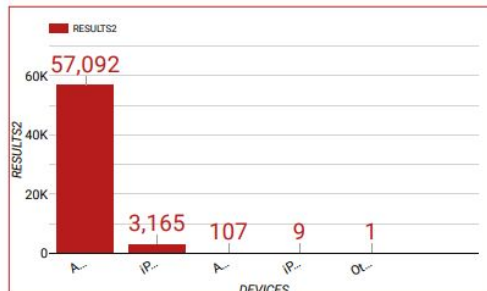
## What Did We Do:

Various forms of media type were promoted in the initial stage with the Traffic objective to figure out which one works the best. Also, audience was targeted through detailed targeting as well as lookalike audiences were also created for people who already interacted with the ad as well as on the basis of video views

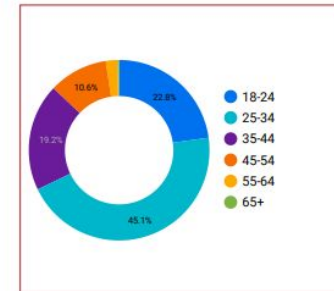
Link clicks <b>60,374</b>	CPC(Link Clicks) <b>₹1.89</b>	Amount spent <b>₹69,610</b>	Cost per result <b>₹3.48</b>
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AD SET	LINK CLICKS	IMPRESSIONS	CTR	CPC	AMOUNT SPENT	RESULTS	COST PER RESULT
PT - Interests - Followers - Insta Reel...	48,486	2,652,505	1.83%	₹0.60	₹32,267.22	48,486	₹0.67
LA 1% Engag. With Post Or Ad - Vid...	8,800	797,474	1.1%	₹1.90	₹24,754.92	8,800	₹2.81
PT - LA 3% - Eng. With Post Or Ad - ...	2,043	970,994	0.21%	₹1.80	₹7,940.88	2,043	₹3.89
PT - Interests - Insta Reels - Diamon...	824	315,483	0.26%	₹1.55	₹3,322.55	824	₹4.03
PT - LA 2% Video Misu Haar & Chok...	221	60,992	0.36%	₹3.61	₹1,324.51	221	₹5.99

Results Segmented By Devices



Results Segmented By Age



# THANK YOU



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