



Agency Partner Guide

Expanded Details on the Who, What and When

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Management

New Account Development

Simply builds the client account within our agency partner account. We provide a discovery form that will help your account management team gather all of the relevant data necessary to set up a successful PPC campaign. Our team provides the keyword research, develops the ad copy, and the ad extensions in alignment with the ad platform's Best Practices.

Agency Partner Responsibility: Your team will interact with your clients directly and provide Simply with data required to establish their PPC campaign on one or more platforms according to their package level. A Simply PPC Discovery Form must be completely filled out and submitted to our team on an agreed upon timetable.

Existing Account Analysis/Restructure

For your clients with existing PPC campaigns Simply will provide a performance evaluation. The result of the evaluation will help our team determine how best to approach the campaign. We will advise to either make modifications to improve the campaign structure or to start a new campaign. We will advise for the optimal results for our agency partner's clients.

Agency Partner Responsibility: Your team will interact with your clients directly and provide Simply with data required. Your team will get us access to the client's AdWords campaign for evaluation purposes.

Ongoing Monthly Management & Optimization Management

Our low monthly management fee includes our industry-leading bid management software system as well as hands-on account optimizations as we monitor the client campaigns. Number of optimizations monthly determined by base plan selected. *(See fee schedule for details. Terms subject to change.)*

Agency Partner Responsibility: Your team will interact with your clients directly and provide our team with data required.

Online Conversion Code Generation

Whenever applicable our team will provide all AdWords conversion codes and implementation instructions necessary for tracking online events. In order for online conversion codes to work properly, the desired event to be tracking should have a thank you/confirmation page.

Agency Partner Responsibility: Code implementation to be managed by partner on client site/landing page. Our team will provide the code and instructions to help you implement. *Note: Implementation is include with landing pages created by Simply.*

Management (cont.)

Call Tracking/Call Recording

We encourage all our Agency Partners to use our included call tracking platform provided by CallRail. We use dynamic number insertion tracking which requires the phone number on the client website to be in text format. We will provide call tracking code and implementation instructions.

Agency Partner Responsibility: Code implementation to be managed by partner on client site/landing page. Our team will provide the code and instructions to help you implement.
Note: Implementation is included with landing pages created by Simply.

Remarketing

Included in our service, we will provide you the remarketing code for implementation, set up a remarketing campaign with one audience using text ads. Custom graphic ads are also available for an additional cost.

Agency Partner Responsibility: Code implementation to be managed by partner on client site/landing page. Our team will provide the code and instructions to help you implement.
Note: Implementation is included with landing pages created by Simply.

Communication

Weekly Email Support

Our team will respond to email inquiries on a weekly basis. We will respond to campaign change requests within two business days that are entered via our campaign change request form.

Agency Partner Responsibility: We recommend setting communication expectations with clients.

Monthly Strategy Calls

An optional monthly performance call with your designated Account Manager can be requested on an as-needed basis. One 1-hour consultation time is included in cost of account.

Agency Partner Responsibility: Cost for additional calls are subject to Simply Credits Schedule. (see page 07)

Extra Communication

Simply is able to deliver such a great value in our pricing because of our efficient processes in managing time and details of accounts. Extra communication requests take the focus and time away from account management which can negatively impact performance. If extra support and management time is needed for account success, we will use your existing credits.

Agency Partner Responsibility: Cost for additional calls are subject to Simply Credits Schedule. (see page 07)

Emergency/Urgent Requests

Emergency issues such as website outages, immediate campaign pauses or other issues requiring immediate attention will be addressed as soon as possible. Emergency issues should be sent to both your Account Director and emergency@simplywhitelabel.com.

Agency Partner Responsibility: Communication during business hours M-F 7:00am to 4:00pm on Pacific Time.

Reporting

Agency Reporting Dashboard

You will have 24/7 access to account performance and phone call data for all your clients via our reporting dashboard.

Client Reporting Dashboard

Clients may request to have their own dashboard view which includes account performance and call recordings. No additional charge.

Monthly Reporting

Monthly PDF reports will be available the first week of the following month for the prior calendar month. Reports will include a brief account manager analysis in addition to an executive summary reviewing spend, impressions, clicks, CTR, CPC and online conversion metrics at the account, campaign, ad and keyword level. We also provide phone call data at the account level only.

Advanced/Customized Reporting

Customizable monthly PDF reporting is available. These reporting customizations are extra cost and are subject to the Simply Credits Schedule.

Landing Page Creation

Layout

Landing pages are built using conversion page best practices on the landing page platform. Design and layout will be at the discretion of our design team. Brand and color themes can be provided by client partner, but layout and design direction is at our design team's discretion.

Content

All landing page content is to be provided by the Agency Partner or client. If the specific content is not provided, we will take the content directly from the existing website or other marketing material provided at our discretion.

Edit Process

We will create the landing page based on the information provided on the Simply Landing Page Discovery Form. One round of edits is included in the design fee and include wording adjustments and image replacements. Additional edits, major edits are subject to our Simply Credits Schedule.

Landing Page Integration

In order to use our landing pages, you will need to create a new domain or a subdomain on the client's primary domain. This enables your landing page URL to be connected to the Client's primary website.

Agency Partner Responsibility: This integration is the responsibility of the Client or Agency Partner and must be completed prior to landing page request submission. Don't worry, we can provide instructions.

Landing Page Ownership

If the Client or Agency Partner would like to take ownership of the landing page, they must open their own account. We will provide you a download of the page upon request. The upload of the page and any additional needed setup and cost is the responsibility of the Client or Agency Partner.

Agency Partner Responsibility: We recommend that Agencies who are likely to purchase a significant amount of landing pages open their own account. We can then build the pages inside that account rather than in our own account.

Banner Ads

Template Ads

We use Google Ad Builder to produce responsive ads in all available ad sizes. The cost for these ads is included.

Custom Design Ads

Our design team can create premium custom ads at an additional cost subject to our Simply Credits Schedule.

Additional Networks

AdWords

Simply's default primary PPC advertising platform is Google AdWords. One PPC platform is included with our base plans which will be AdWords unless the Client Partner requests an alternate primary platform.

Yahoo/Bing

One of our secondary PPC platforms is the Yahoo/Bing platform. Multiple platforms are available and are subject to our Simply Credits Schedule.

Agency Partner Responsibility: As with setting up AdWords as a primary advertising platform, it is the responsibility of our Agency Partners and their Clients to open the appropriate account, provide us with access credentials and add billing details.

YouTube

An alternate secondary PPC platform is YouTube. To run YouTube ads with us, the Client must have a YouTube channel, their videos uploaded into YouTube and their channel linked to their AdWords account. Multiple platforms are available and are subject to our Simply Credits Schedule.

Agency Partner Responsibility: It is the responsibility of our Agency Partners and their Clients to ensure these items are set up.

Pricing & Credits

Simply Base Plans

Simply base service plans include monthly management and optimizations at the management fee percentage according to the base plan you select (*see page 08 for a breakdown of plans*). If there are no additional services, the monthly management fee will be the only amount invoiced. Any additional services provided upon the request of the Client Partner are charged at a rate outlined below.

Cost for Additional Services

Need more? We've got you covered. Simply is able to deliver such a great value in our pricing because of our efficient processes in managing time and details of accounts. If the needs of our Client Partners exceed the base program, additional services will be made available at cost. We're always looking for ways to keep it simple, so we've developed a credit system that allows our agency partners to pre-purchase credits for services for their clients. This system saves time and money. When your agency pre-purchases time credits you can save up to 50% from the hourly retail rate for services.

Simply Discounted Pre-Purchase Credits

Buy-in Levels	Hourly Rate	Hour Credits	Total Savings
@ Retail	\$120/hour	Hourly Charge	\$0
@ \$2,500	\$95/hour	26 hours	Save \$650
@ \$5,000	\$80/hour	62.5 hours	Save \$2,500
@ \$8,500	\$60/hour*	141.5 hours	Save \$8,490

Simply Credits Schedule

Services	Value
Pre-Sale Consultation	1.5 hour credits
Landing Page Edits	0.5 hour credits
Strategy Conference Call	1.0 hour credits
Custom Reporting	0.5 hour credits
Advanced Custom Reporting	1.0 hour credits
Extra Communication (30 minute intervals)	0.5 hour credits
Custom Design Landing Page	2.5 hour credits
Premium Custom Design Landing Page	5.0 hour credits
Custom Google Design Ads	1.0 hour credits
Other Services	Custom Quoted

* Lowest Hourly Rate Available.

Simply Plans & Pricing

Simply Plans	Standard	Pro	Premium	Enterprise
Management Fee	12%*	10%	9%	6%
Min. Monthly Account Spend	\$500	\$5000	\$10,000	\$40,000
Min. Monthly Consultation Time	1 hour	2 hours	3 hours	Unlimited
Monthly Account Optimizations	1	2	2	Unlimited
Google Account Set-up	✓	✓	✓	✓
Analytics Linking	✓	✓	✓	✓
Number of Ad Platforms Included	1	2	3	Unlimited
Keyword Level Call Tracking	✓	✓	✓	✓
Remarketing Set-Up	✓	✓	✓	✓
Bid Management Optimization	✓	✓	✓	✓
Optimizations Monthly	1	1	2	Unlimited
Analytics Review	Add-on	Add-on	✓	✓
Shopping Campaign Included	Add-on	Add-on	Add-on	✓
Call Tracking Numbers	1	2	8	10
Call Tracking Set-up	✓	✓	✓	✓
Call Tracking Minutes Included	TBD	TBD	TBD	TBD
Additional Cost per Minute	TBD	TBD	TBD	TBD
Call Tracking Reviews	Add-on	Add-on	Add-on	✓
Conversion Tracking	✓	✓	✓	✓
Reporting	Monthly	Monthly	Dashboard	Dashboard
30 Minute Accounts Review	1 per agency	1 per agency	1 per account	2 per account
Email Response	Weekly	Weekly	Daily	Daily

* Based on \$1,500 recommended ad spend. Minimum ad spend \$500. Minimum management fee \$180.

Customization and additional features and services are available. Ask your Simply rep how best to meet your agency's needs. We'll hook you up.

Pricing guide prices and details are subject to change.