

Client Name: _____

Date: _____

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Services Included

Meta Ads Setup & Configuration

- Campaign objective selection
- Audience targeting setup
- Ad account setup / audit

Ad Creative Management

- Text + Headline writing
- Image/Graphic suggestions

Audience & Campaign Strategy

- Custom audience
- Interest & behavior targeting

Campaign Monitoring & Optimization

- Daily performance check
- Bid/ budget tuning
- CTR/ CPC improvement

Monthly Reporting

- Performance report
 - Key metrics (Impressions, Clicks, CTR, CPC, Conversions)
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Cost Breakdown

Item	Amount (₹)
Meta Ad Spend (Client Budget)	Variable
Handling & Management Fee	3,999 /- per month
TMC (Transparent Monthly Charge) Included in 3,999	

Item	Amount (₹)
GST (18%)	₹719.82 /-
Total Payable (per month)	₹4,718.82 /-

Note: Ad Spend (Actual money Meta charges to run ads) is **separate** and paid directly to Meta.

What You Get for ₹3,999

- ✓ Campaign planning
- ✓ Targeting optimization
- ✓ Daily performance checks
- ✓ Monthly performance report
- ✓ Recommendations to improve results

Delivery & Timeline

- 📍 Campaign setup: 1–2 business days
- 📍 First performance report: End of 1st month

Terms & Conditions

- Quotation valid for 15 days
- Ad spend is paid separately to Meta
- Results depend on budget and industry