

Digital Advertising Campaign (Restricted Ads Only)

Prepared by Make My Campaign

Confidential Proposal

Low-Risk iOS Push Campaign Setup

Low Risk **PUSH** Google Ads, Meta Ads, Third-Party Ad Network Campaign Setup

1. Introduction

This proposal outlines the requirements, tools, scope of work, pricing, and payment structure for setting up and launching Google Ads and Meta (Facebook/Instagram) advertising campaigns. Make My Campaign aims to deliver a secure, compliant, and performance-focused advertising framework designed to generate qualified inbound calls.

2. Project Prerequisites

Apart from the tools and digital utilities required for campaign execution, the following are mandatory and must be provided prior to project initiation:

- RDP (Remote Desktop Protocol) access
- Google Ads Agency Invoice Account
- Meta (Facebook) Ads Agency Invoice Account
- Third-Party Ad Network

3. Tools & Digital Utilities Required

The following tools and utilities are required for traffic filtration, security, redirection logic, and compliance.

Pricing for utilities is not included in campaign fees. To check approx. pricing for digital utilities, [CLICK HERE](#)

- Landing Portal
- Bot Check Redirection
- **Own Web Push Application (For Holdings Subscribers Under Own Database)**
- Antibot v7 Above
- Anti DDOS Host C Domains

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4. Scope of Work

- Google Ads and/or Meta Ads campaign setup
- Third-Party Ad Network
- Campaign and account structure configuration
- Targeting, audience, and geo-location setup
- Call and conversion tracking implementation
- Ad copy and creative setup (client-provided or approved)
- Initial compliance, policy, and quality checks

5. Campaign Setup Charges

Service Charges (USD)

1. Google Ads Campaign Setup: \$399
2. Meta Ads Campaign Setup: \$399
3. Third Party Ad Network Setup: \$249
4. Google Ads + Meta Ads (Combo): \$599

6. Payment Models

Option 1 - Prepaid Model

- 100% payment in advance
- Campaign setup completed within 24 hours of payment confirmation

Option 2 - Post-Pay Model

- 25 % surcharge applicable on the selected setup fee
- 25 % advance payment required
- Google/Meta agency invoice account mandatory
- Minimum 3 days of ad funding (minimum \$100)
- New or unused TFN with admin access required
- Remaining 75% payment payable after 3 days of successful call generation

Example: Google / Meta Restricted High Risk Ads Campaign Setup: \$399
25% Addl. Post Pay Surcharge = \$100 | Total: \$499 | Advance: \$125 (25% of the Total)
Pending Payment: \$374 after 3 days of successful project completion

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7. Proposal Validity s Acceptance

This proposal is valid for a period of 7 days from the date of issue. Acceptance of this proposal constitutes agreement with the scope of work, commercials, payment terms, and conditions outlined above.