

What is 'PPC' advertising?

PPC = Pay Per Click



PPC ads in their most traditional form appear on the results page of a search engine like Google.

The Growing Complexity of Online Advertising

Google stalks you to provide better ads.

Improved tracking leads to more options for advertisers.

More than ever ad dollars are spread over many platforms increasing complexity.

The Google logo, featuring the word "Google" in its characteristic multi-colored font (blue, red, yellow, blue, green, red).A collection of logos for other major online platforms: the Bing logo (a yellow play button icon followed by the word "bing" in yellow), the Yahoo! logo (the word "YAHOO!" in purple), the Facebook logo (the word "facebook" in black), and the Twitter logo (the word "twitter" in blue).

Our Customers:

Digital Marketing Agencies



GEICO.com - GEICO Car Insurance

www.geico.com

Top Brands Service - Low Prices - See How Much You Could Save Today!
The Years of Savings - Free Quotes - 24/7 Service & Claims - Mobile App
GEICO Insurance has 185,112 followers on Google+

in search engine

GEICO - Car Insurance - GEICO.com and the 12th in rank

www.geico.com

With over 20 years of experience, we're here to help you get the best deal.

How to Buy

Search

Buy Car Insurance on GEICO

Compare Car Cost

Review Insurance on GEICO

Get a Quote for GEICO

Agencies can be in charge of spending millions of dollars a month on clients' behalf.



Key Team Members



Jon Bevis

PPC analyst for 7 years, leads product vision, sales and customer service.



Chris Weems

Full stack developer with experience building large scale marketing platforms using Google and Bing data.



David Teaffham

Expert in html, php, jquery, mySQL, javascript and more.



Dominic Albano

Designer and user experience expert.



Dominique Catehey

Focused on marketing, sales and financials.

SteadyBudget



Automatically syncs Google Adwords and BingAds data.
Saves analysts time.



Generates email alerts and projections.
Tools for analysts to ensure spend is on track and optimized.



Easily view current data on all client accounts in one place.
Increases productivity and provides peace of mind for analysts.



Collaborative management works great for large agencies.
Boosts efficiency and helps agencies scale.

SteadyBudget

Provides analysts email alerts and projections.

Berkshire Property Advisors

o Crescent Terminus

Select Another Client

Budget Crescent Terminus

o Updated 1 hour and 17 minutes ago

\$1,608.02 (83.6%) spent

\$1,923.00 budget

o Suggested Daily Budget: \$25.00





Analysts can act on data and push edits to platforms.

Tracking 4 campaigns

Campaign Name	Spend	Platform	Status	Daily Budget
Austin - Berkshire Socia Nationwide - All Ad Groups	\$656.42	Google	Active	\$40.00 🔗
Austin - Berkshire Socia Nationwide - Apps 1	\$447.52	Google	Active	\$20.00 🔗
Austin - Berkshire Socia Local - Apps 1	\$201.75	Google	Paused	\$20.00 🔗
Austin - Berkshire Socia Local - All Ad Groups	\$104.06	Google	Active	\$40.00 🔗

[+ Add Campaigns](#)

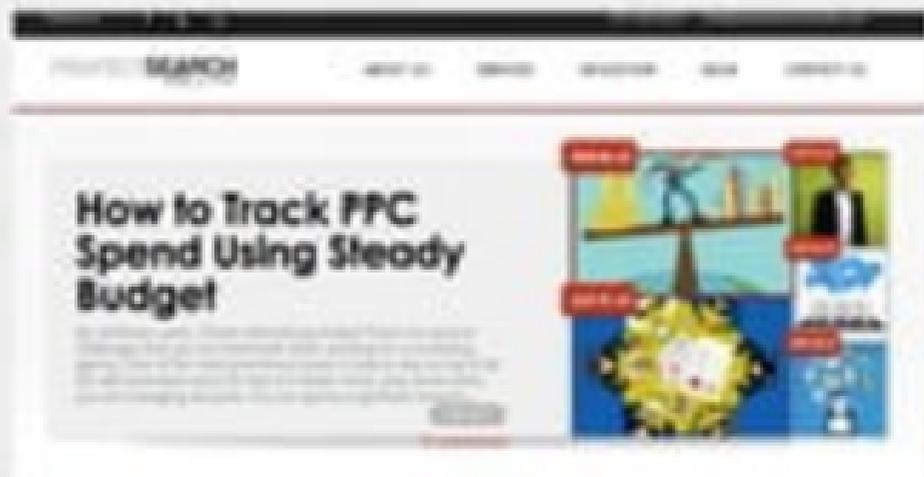
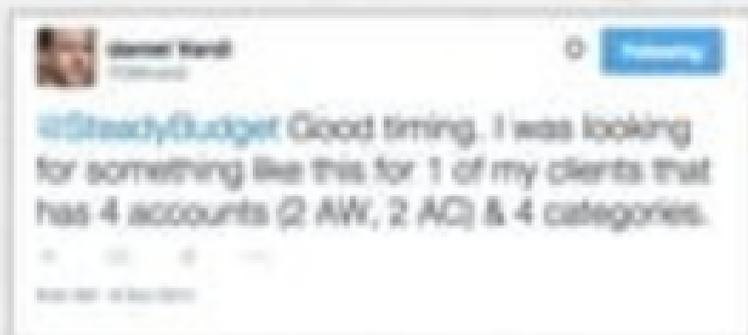
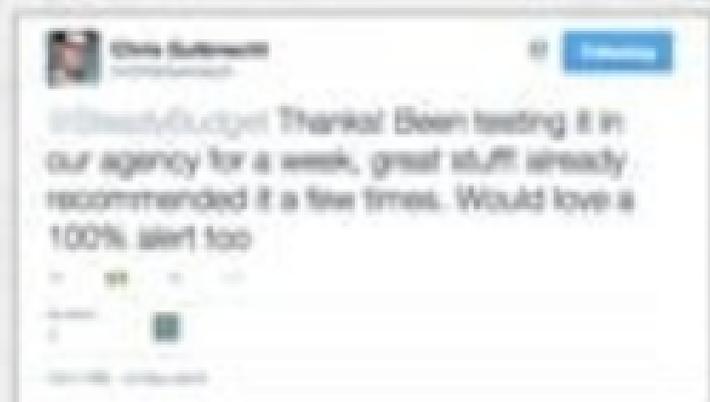
Client Traction

- 35+ PPC agencies actively using the app
- \$4,400,000+ in monthly ad spend under management
- 15,000+ campaigns tracking
- 1,500+ budgets created
- Customers committed to "Premium" version - May 2015

Pricing Details

<p>Net Sales \$25,000</p> <p>\$50</p> <p>Get Quote</p>	<p>Net Sales \$25,000 - \$75,000</p> <p>\$250</p> <p>Get Quote</p>	<p>Net Sales \$75,000 - \$250,000</p> <p>\$500</p> <p>Get Quote</p>
<p>Net Sales \$250,000 - \$750,000</p> <p>\$750</p> <p>Get Quote</p>	<p>Net Sales \$750,000 - \$1,000,000</p> <p>\$1,000</p> <p>Get Quote</p>	<p>Net Sales \$1,000,000 - \$5,000,000</p> <p>\$1,500</p> <p>Get Quote</p>

Reactions on Twitter and blogs...





Competitive Landscape



Management Platforms



Budget Performance Management



Excel



Manual Workflows

Optimization Tools



Google Spreadsheets



The logo for SteadyBudget features a stylized bar chart icon on the left, composed of five horizontal bars of increasing height from left to right, colored in a gradient from green to blue. To the right of the icon, the word "Steady" is written in a white, sans-serif font, and the word "Budget" is written in a bold, white, sans-serif font. The letter "B" in "Budget" is highlighted in a vibrant blue color.

SteadyBudget

Changing the way pay-per-click analysts optimize monthly budgets.

✉ jon@steadybudget.com

🐦 [steadybudget](#)

What is 'PPC' advertising?

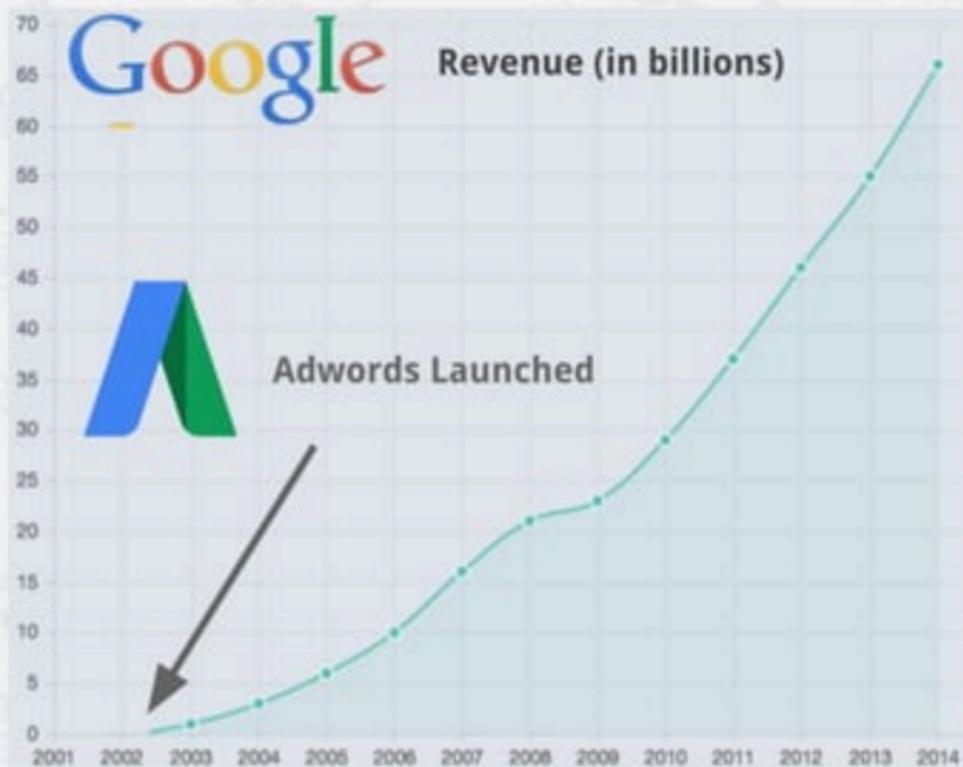
PPC = Pay Per Click

The image shows a search engine results page for 'apartments in Chicago'. Several advertisements are highlighted with red boxes:

- Top Left Ad:** 'Apartments In Chicago | Rent.com' with subtext 'Search Apartments in Chicago: Realtime Listings & Availability'. It includes links for 'Find Nearby Apartments', 'Mobile Apps', 'List Your Property', and 'Showing Center'.
- Top Right Ad:** 'Map for apartments in Chicago' with a map thumbnail and the text 'Map view (500 x 300px)'.
- Bottom Left Ad:** 'Apartments in Chicago | Apartments.com' with subtext 'Chicago Apartments Starting at \$130. View Photos And Availability Now!'.
- Bottom Right Ad:** 'Luxury Condo for Rent' with subtext 'View Square Footage, Year-Over-Year Rent Increase, and Other Information'. It includes contact information: '300 East Ohio Street, Chicago, IL 60601-5554 - Condos for Rent'.

Other visible search results include 'Clubs for apartments near Chicago, IL', 'Foster Building, City Apartments', 'MCH City Apartments', 'Residential Spaces', 'Rent Apartments - Luxury Apartments - Lakefront Apartments - Turnover Apartments', 'Search Apartment Rentals - Chicago Apartment Finders', and 'Chicago Apartments - Apartments for Rent in Chicago - Apartment...'.

PPC ads in their most traditional form appear on the results page of a search engine like Google.



PPC also core revenue strategy for:



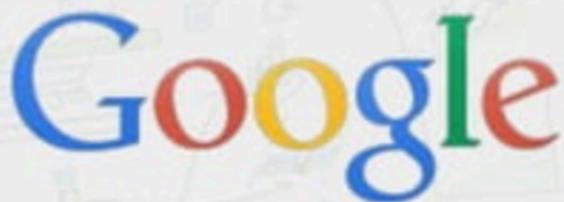
Digital is on track to replace TV as the largest advertising medium by 2018.

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Improved tracking leads to more options for advertisers.

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The Google logo, featuring the word "Google" in its signature multi-colored font (blue, red, yellow, blue, green, red).The Bing logo, consisting of a yellow chevron icon pointing right followed by the word "bing" in a lowercase, sans-serif font.The Yahoo! logo, featuring the word "YAHOO!" in a bold, purple, sans-serif font.The Facebook logo, with the word "facebook" in a lowercase, dark blue, sans-serif font.The Twitter logo, with the word "twitter" in a lowercase, light blue, sans-serif font.

Who creates the ads?

Our Customers:

Digital Marketing Agencies

GEICO



Agency



Google

YAHOO!

bing

GEICO.com - GEICO Car Insurance

www.geico.com/

Top Grade Service. Low Prices. See How Much You Could Save Today!
75+ Years of Savings - Free Quotes - 24/7 Service & Claims - Mobile App
GEICO Insurance has 160,115 followers on Google+

Ad related to geico

GEICO - Car Insurance - GEICO could save you 15% or more.

www.GEICO.com

GEICO could save you 15% or more. Get a free quote. It's quick & easy!

Get a Quote

You Can Depend on GEICO

Why our Customers Love GEICO

Discounts

Changes in Your Life?

Get to Know the Geeks



Agencies can be in charge of spending millions of dollars a month on clients' behalf.



Analysts solve budget optimization problems today with...

Tedious Manual Workflows in Excel

Campaign Report June 2012

Campaign	Clock	Impressions(CTR)	Avg CPC	Cost	
MBA_CA	32	8750	0.24%	5.26	204.40
MBA_UT	4	1172	0.24%	12.00	50.71
MBA_WestMid	1	40	0.22%	0.00	1.00
MBA_Portland Metro	59	1028	0.24%	6.70	399.67
MBA_OI	4	303	0.22%	11.76	64.80
MBA_Eugene	4	195	0.21%	11.12	64.60
MBA_Portland	59	3666	0.22%	5.26	471.62
MBA_Bend	0	0	0.00%	0	0
MBA_WB	16	2521	0.21%	4.88	94.79
MBA_Ashland	0	0	0.00%	0	0
MBA_Salem	0	100	0.20%	4.26	17.24
Total	214	18718	1.00%	6.16	1,523.80

Campaign	Clock	Impressions(CTR)	Avg CPC	Cost	
MBA_Salem - Content Network	7	3340	0.22%	3.67	29.21
MBA_Portland Metro - Content Network	31	16272	0.22%	2.81	88.88
MBA_Portland - Content Network	27	21162	0.21%	3.62	76.1
MBA_Bend - Content Network	3	120	0.22%	2.07	9.21
MBA_WestMid - Content Network	2	1760	0.21%	2.08	4.18
MBA_Ashland - Content Network	0	201	0.00%	0	0
MBA_WB - Content Network	42	11080	0.24%	1.94	81.80
MBA_CA - Content Network	70	12062	0.24%	1.26	88.30
MBA_OI - Content Network	32	4171	0.20%	2.04	45.4
MBA_UT - Content Network	31	8970	0.20%	1.87	49.79
MBA_Eugene - Content Network	14	8918	0.22%	2.01	36.49
Total	246	80462	0.23%	2.06	610.50

Campaign	Clock	Impressions(CTR)	Avg CPC	Cost	
MBA_CA	43	618	0.21%	5.36	217.24
MBA_UT	23	712	0.24%	5.36	71.11
MBA_WB	11	1407	0.22%	5.42	59.97
MBA_Eugene	0	87	0.0	7.26	62.28
MBA_Portland Metro	14	271	0.22%	2.47	35.7
MBA_OI	12	304	0.23%	2.47	29.68
MBA_Portland	0	208	0.22%	5.29	19.76
MBA_Salem	2	80	0.0	6	19.94
MBA_Bend	1	22	0.22%	1.80	3.94
MBA_Ashland	0	0	0.00%	0	0
MBA_WestMid	0	0	0.00%	0	0
Total	123	6062	1.01%	34.22	618.21

Expensive Software



or...

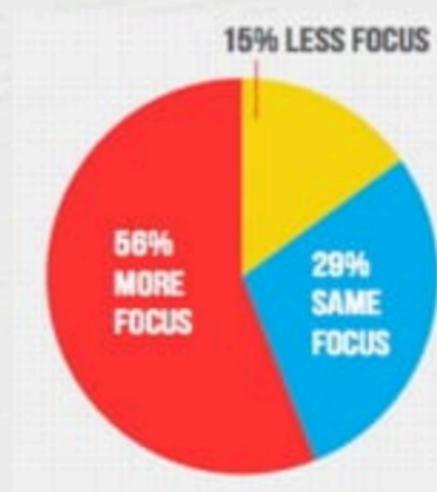


Free

\$10,000+/mo

Agencies Seek Software Solutions

56% of PPC digital marketers will put more focus on automation software in 2015.



Lots of PPC Clients = Lots of Challenges

Key Team Members



Jon Davis

LinkedIn

Twitter

PPC analyst for 7 years, leads product vision, sales and customer service.



Chris Vlassis

LinkedIn

Twitter

Full stack developer with experience building large scale marketing platforms using Google and Bing data.



David Teofilovic

LinkedIn

Twitter

Expert in html, php, jquery, mySQL, javascript and more.



Dominic Albano

LinkedIn

Twitter

Designer and user experience expert.



Dominique Catabay

LinkedIn

Twitter

Focused on marketing, sales and financials.

SteadyBudget



Automatically syncs Google Adwords and BingAds data.
Saves analysts time.



Generates email alerts and projections.
Tools for analysts to ensure spend is on track and optimized.



Easily view current data on all client accounts in one place.
Increases productivity and provides peace of mind for analysts.



Collaborative management works great for large agencies.
Boosts efficiency and helps agencies scale.

SteadyBudget

Analysts can easily scan hundreds of budgets.

Berkshire Property Advisors

Aspen Grove

\$1,093.05

Aura Prestonwood

\$692.56

Avenue 25

\$690.25

Berkshire Soco

\$1,409.43

Cameron Village

\$1,129.77

Cielo

SteadyBudget

Provides analysts email alerts and projections.

Berkshire Property Advisors

○ Crescent Terminus

Select Another Client

Budget: Crescent Terminus

○ Updated 1 hour and 57 minutes ago

\$1,608.02 (83.6%) spent

\$1,923.00 budget (incl)

▲ Suggested Daily Budget: \$35.00





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Austin - Berkshire Soco Local - All Ad Groups	\$104.06	Google	Active	\$40.00

+ Add Campaigns

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Milestones

Our Most Important Metric



Monthly
Ad Spend
Under
Mgmt



Business Model

Launching 'Premium' Version May 2015

\$

Tiered SaaS pricing Tied to Monthly Managed Ad Spend

Multiple agencies signed to become premium customers (\$1,500+ MRR).

Launching May 2015

Pricing Details

<p>Total Spend up to</p> <p>\$25,000 / month</p> <p>\$50 / month</p> <p>Get Started ▶</p>	<p>Total Spend between</p> <p>\$25,000 - \$125,000 / month</p> <p>\$250 / month</p> <p>Get Started ▶</p>	<p>Total Spend between</p> <p>\$125,000 - \$250,000 / month</p> <p>\$500 / month</p> <p>Get Started ▶</p>
<p>Total Spend between</p> <p>\$250,000 - \$375,000 / month</p> <p>\$750 / month</p> <p>Get Started ▶</p>	<p>Total Spend between</p> <p>\$375,000 - \$500,000 / month</p> <p>\$1,000 / month</p> <p>Get Started ▶</p>	<p>Total Spend between</p> <p>\$500,000 - \$750,000 / month</p> <p>\$1,500 / month</p> <p>Get Started ▶</p>