

PAID SEARCH BUDGET

FISCAL PERIOD: 2024
CAMPAIGN NAME
ACCOUNT MANAGER
TARGET MONTHLY SPEND
PROJECTED ROAS

Channel / Network	Daily Cap	Est. CPC	Monthly Total
Google Search - Brand Keywords	\$	\$	\$
Google Search - Non-Brand / Generic	\$	\$	\$
Google Shopping / Performance Max	\$	\$	\$
Microsoft (Bing) Advertising	\$	\$	\$
Remarketing / Retargeting Lists	\$	\$	\$
Management / Tooling Fees	-	-	\$
AGGREGATE MONTHLY BUDGET			\$