



# Google Ads Premium

With Google Ads, you can place ads on the Google search results page above or below the organic search results. Your ads appear when users make a search query that matches the keywords relevant to you. These keywords are determined for you by RegioHelden GmbH. The display of your advertisement is free of charge for you. Costs are only incurred when the user clicks on the ad to visit your website or calls your company. All advertisers with matching keywords take part in an auction for matching search queries to determine whose ad will be placed. The position of your advertisement depends on various criteria. In addition to the maximum bid, this also includes the competitive situation and the quality factor - a value that Google determines based on a variety of aspects.

## Leistungsbeschreibung Google Ads Premium

### 1. Services included in the set-up fee:

- ★ Briefing on the campaign concept and definition of advertising objectives
- ★ Create an Ads account
- ★ Geographical focus of the campaign on the target group
- ★ Set up a keyword set based on customer briefing and search volume
- ★ Thematic grouping of keywords in ad groups
- ★ Research suitable negative keywords
- ★ Creation of three ad texts per ad group
- ★ Provision of all suitable ad extensions
- ★ Consideration of change requests (max. 3 change loops)
- ★ Set up the agreed performance measurement (conversion measurement, campaign tracking)

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### 2. Services included in the advertising budget and agency commission:

Invoices for the following types of costs are issued as listed:  
- Setup fee: one-time fee after completion of the campaign briefing  
- Advertising costs: one-time fee for the entire campaign period from the start of the campaign

- ★ Placement of your ad on the Google search results page in the amount of the advertising budget
  - ★ Targeting the campaign to the target group
  - ★ Support from a team of experts
  - ★ Campaign management by certified Google Ads managers
  - ★ Permanent monitoring of campaign performance
  - ★ Regular optimization of the campaign with regard to the advertising objective
  - ★ Add negative keywords to the campaign as required
  - ★ Changes to the campaign orientation as required
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### **3. Services included in operating costs:**

- ★ Conversion measurement / campaign tracking
  - ★ Installation of one or more call measurement(s) with forwarding to your existing phone number(s)
  - ★ Proprietary, machine learning-based software solution for linking experience data, expert know-how, customer data and real-time information for a performance boost
  - ★ Monthly reporting
  - ★ 24/7 customer center
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The number of impressions, clicks and contact requests can be predicted, but not guaranteed. There is no guarantee of permanent ad placement or fixed positioning on the Google search results page and in the Google search network. The monthly Google Ads advertising budget is usually divided into daily budgets. This is done according to the number of days in a month. Depending on the demand and the number of clicks brokered in a day, this can be used up early. If the daily budget is used up, no more ads will be placed on that day.

Unless excluded by technical requirements or prior design, our Google Ads Premium offer also includes conversion measurement and campaign tracking for your Google Ads campaign. Ströer Campaign Tracking allows you to measure the success of your Google Ads campaigns on your existing website. Tracking only measures website visitors who click on your Google Ads ad or reach your website or contact you via a telephone number stored there. This means you always know how many contacts have been made via your online marketing campaign. All other visitors to your website are not affected by this technology.

#### **Type of tracking**

Ströer Campaign Tracking allows us to measure any clicks on links and/or buttons within your website.

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**Standard measurements:**

The standard measurements include clicks on the send button of your contact form, clicks on an email address and clicks or dialing your phone number. Optionally, additional links or buttons such as file downloads or menu calls can be measured. The corresponding connection of these additional links and buttons only takes place at the request of the customer. We use Google Tag Manager to measure clicks.

To do this, the Google Tag Manager must be installed and configured for your website (create an account, implement the code snippet on the website). This is possible without you or your IT specialists having to write or modify any code, just insert a code snippet. If you have also booked your website with us, we will take over the installation of all necessary measures for you. The Tag Manager is used to collect data (e.g. clicks) on your website, which is reported directly to your Google Ads account.

The data is only forwarded, but not collected or stored. For more information about the Google Tag Manager:

<https://www.google.com/intl/de/tagmanager/>

With campaign tracking, you receive up to a maximum of 100 measurement numbers as required. As soon as a user clicks on your Google Ads ad and reaches your website, the measurement number is displayed in the ad and on your website instead of your existing phone number. These are IP-based telephone numbers that differ from your actual telephone number but are forwarded to it. In this way, we can measure the number of callers who reach your website via a Google Ads campaign and call you. Different phone numbers on your side must be replaced by separate blocks of metered numbers. Measuring number blocks are available in quantities of 1/10/100 and are used by us as efficiently as possible. This enables us, for example, to measure different telephone numbers of several contact persons separately.

In our experience to date, a quantity of 100 metered numbers, divided into 10 x 10 metered numbers, for example, is sufficient for most advertisers. If this quantity is not sufficient for your campaign, we can offer you additional packages of up to a further 100 metered numbers at a price of €20 per month per additional package.

**Restrictions on tracking:**

- iframes cannot be tracked
- Booking systems via third-party providers cannot be tracked by us. Tracking your booking system is only possible by integrating our conversion code via the third-party provider.

**Customer requirements for website:**

In the event that the target of the Google Ads campaign is the customer's own website, the customer is obliged to cooperate in the following points:

**Installation of the campaign tracking pixel on your website**

Before we start building your campaign, you need to add a campaign tracking pixel to the head section of your website. You will receive this from us.

If the tracking pixel is not installed at the agreed campaign start, we start the campaign accordingly without campaign tracking, which means that no performance data on conversions is available, only on impressions and clicks.

**Errors on your website**

If errors such as JavaScript errors are displayed on your page, you must correct them so that campaign tracking can work. If you do not comply with this obligation to cooperate within a reasonable period of time set by us with regard to the respective error correction, the agreed term shall commence even if we have not yet been able to start providing our services. If you are unable to rectify errors or can only do so with disproportionate effort, both parties are entitled to withdraw from the campaign tracking contract. The contract for any advertising campaigns booked remains unaffected by this.

As an alternative to withdrawing from the contract, you can commission us to create a new website to match the campaign tracking. We will be happy to advise you on this.

**Changes to your website**

If you make changes to your website (e.g. change telephone numbers or e-mail addresses), it is possible that your Ströer campaign tracking will be impaired or even completely destroyed. Please let us know immediately if you would like to change anything on your site so that we can react accordingly. If the changes made by you (without consultation) result in impairments, this shall not be deemed to be a defect in the service for which we are responsible and the service shall continue to be provided free of defects.

**Google Tag Manager, AVV, data processing, and CMT**

By signing this agreement, the customer agrees to the use and integration of Google Tag Manager as part of the booked Ströer campaign tracking and authorizes RegioHelden GmbH to conclude a corresponding data processing agreement with Google, in which the customer's company is responsible for data processing within the meaning of the EU General Data Protection Regulation (GDPR).

The client authorizes the contractor, insofar as this is part of the commissioned service, to conclude the necessary data protection agreements with third parties (e.g., Google) on

behalf of the client. The contractor provides the necessary codes/snippets (e.g., Ströer campaign tracking snippet, Google Tag Manager snippet). The client is obliged to ensure – without the contractor having to verify this – that the processing of personal data in connection with the codes/snippets provided by the client does not violate the applicable data protection regulations. Depending on the regulations applicable to the operation of the website and the applicable case law, this may require the publication of a privacy policy and the use of a consent management tool (CMT).

In particular, the client is obliged to obtain the necessary data protection consents for the use of the codes/snippets within the scope of its website. The client is aware that the installation of a CMT means that Ströer Campaign Tracking can no longer guarantee complete success measurement, as website visitors who do not consent to tracking via the CMT are not measured. The CMT could also result in a lower conversion rate.