

| Feature / Service   | Basic (AED 499/mo) | Moderate (AED 999/mo) | Advanced (AED 1,999/mo)  | Premium (AED 3,499/mo) |
|---------------------|--------------------|-----------------------|--------------------------|------------------------|
| Campaign Type       | Search only        | Search + Display      | Search + Display + Video | Multi-channel          |
| Keywords            | 20                 | 50                    | 100                      | 250+                   |
| Ad Copies           | 2                  | 4                     | 8                        | 15+                    |
| Landing Page        | Existing           | 1 optimized           | 2 optimized              | Multiple               |
| Conversion Tracking | Basic              | Advanced              | Full                     | AI-based               |
| Bid Management      | Manual             | Semi-auto             | Smart bidding            | AI bidding             |
| Weekly Optimization | ✖                  | ✓                     | ✓                        | ✓                      |
| A/B Testing         | ✖                  | 1 test                | 3 tests                  | Unlimited              |
| Competitor Research | ✖                  | ✓                     | ✓                        | Deep                   |
| Reporting           | Monthly            | Bi-weekly             | Weekly                   | Weekly + Call          |
| Setup Fee           | AED 599            | AED 899               | AED 1,499                | AED 2,499              |
| CTR Optimization    | ✖                  | Basic                 | Advanced                 | AI-driven              |
| Negative Keywords   | ✖                  | ✓                     | ✓                        | Automated              |
| Budget Forecasting  | ✖                  | Basic                 | Advanced                 | Pro                    |
| Remarketing         | ✖                  | ✖                     | ✓                        | ✓                      |
| Audience Targeting  | Basic              | Standard              | Advanced                 | Pro                    |
| Device Targeting    | ✖                  | ✓                     | ✓                        | Advanced               |
| Call Tracking       | ✖                  | Basic                 | Full                     | Full                   |
| Consultation        | ✖                  | Monthly               | Bi-weekly                | Weekly                 |