



COOPERATION OFFER 2026

Google Ads campaigns for businesses and e-commerce

Search, Performance Max, Google Merchant, YouTube, Display and Demand Gen — run inside your own ad account, with full transparency on results.

up to **-20%** CPC in Google Shopping (CSS)

Live in **5-7 working days**

Report by the **5th working day**

River Media — Media Agency

Legnica

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“Created with passion”

Offer valid for 30 days · net prices

WHY RIVER MEDIA

Google advertising that **sells** — not just shows up

We combine search, display, YouTube and Google Shopping campaigns into one coherent system for winning customers. You focus on your business, we focus on results.



Your account, full control

We run campaigns in your own Google Ads account. You keep permanent access and can take it over at any time.



Monthly reports

Spend, ROAS, conversions, optimisation recommendations and the strategy for next month — clear and specific.



A dedicated specialist

Direct contact by phone, email or video — no call centre, no middlemen.



Up to 20% cheaper in Shopping

Product campaigns run through a CSS partner get a discount in the Google auction — more clicks for the same budget.



Full transparency

Access to your campaigns 24/7. You see every change, every pound and every result.



E-commerce specialists

Experience with Google Merchant Center, product feed optimisation and ROAS scaling.

FORMATS WE RUN



Search

Sponsored links in search results



Performance Max

AI-driven campaigns across all Google channels



Merchant / Shopping

Product ads with a photo and price



Display & Demand Gen

Banners and remarketing on the display network



YouTube

Video campaigns that build reach and demand



Remarketing

Winning back people who visited your site

GOOGLE ADS PACKAGES

Campaigns for service businesses and B2B

Choose the scope that fits your goal: generating enquiries from search, building awareness and remarketing — or full management of every channel.

Sponsored links

Google search campaigns
(Search)

£290 net / month

Min. ad budget: **£195 / month**

INCLUDED

- ✓ Search network campaigns
- ✓ Keyword and bid optimisation
- ✓ Ad copy creation and testing
- ✓ Competitor analysis
- ✓ Monthly results report
- ✓ Phone or video consultations with a specialist

Banners & Remarketing

Google Display Network (GDN)
and winning customers back

£385 net / month

Min. ad budget: **£385 / month**

INCLUDED

- ✓ Display campaigns on the Google ad network
- ✓ 1 set of graphic banners / month included
- ✓ Remarketing campaigns — bringing visitors back
- ✓ Audience segmentation and remarketing lists
- ✓ Bid and budget optimisation on the display network
- ✓ Monthly results report

WIDEST SCOPE

Full package

Search + Display +
Remarketing + YouTube

£485 net / month

Min. ad budget: **£385 / month**

INCLUDED

- ✓ Everything in Sponsored links and Banners
- ✓ Creative design — extended scope
- ✓ YouTube video campaigns
- ✓ Advanced segmentation and remarketing scenarios
- ✓ Priority specialist support

£0

No commission on your budget. You pay the ad budget directly to Google — our fee is a fixed monthly management charge, independent of your ad spend.

GOOGLE MERCHANT PACKAGES

Product campaigns for online stores

Google Shopping and Performance Max with a CSS discount. We match the package to your store's monthly ad budget.

e-Commerce MINI

For Merchant budgets up to £1,940

£485 net / month

Min. Merchant budget: **£385 / month**

INCLUDED

- ✓ Google Merchant Center setup
- ✓ Google Merchant product campaigns
- ✓ CSS discount of up to 20% on clicks
- ✓ Basic product feed optimisation
- ✓ Bid and budget management up to £1,940
- ✓ Specialist email support reply within 48 h
- ✓ A/B tests of 2 creatives / month
- ✓ Monthly PDF report (Google Ads + Merchant)

MOST POPULAR

e-Commerce BASIC

For Merchant budgets £1,940–£3,870

£580 net / month

Min. Merchant budget: **£1,940 / month**

INCLUDED

- ✓ Everything in MINI
- ✓ Budget management up to £3,870
- ✓ Dedicated account manager email + phone, reply within 24 h
- ✓ Smart Bidding (target ROAS)
- ✓ Basic Performance Max setup
- ✓ Extended feed optimisation titles, categorisation
- ✓ A/B tests of up to 5 creatives / month
- ✓ GA4 integration + Looker Studio dashboard
- ✓ Monthly strategy consultation (1 h, video)

e-Commerce PRO

For Merchant budgets over £3,870

£680 net / month

Min. Merchant budget: **£3,870 / month**

INCLUDED

- ✓ Everything in BASIC
- ✓ Budget management over £3,870
- ✓ Dedicated senior account manager
- ✓ Full Performance Max strategy asset groups, audiences, signals
- ✓ Advanced reporting and data-driven attribution
- ✓ Google Ads scripts for automatic optimisation
- ✓ A/B tests of up to 12 creatives / month + UGC scenarios
- ✓ Onboarding workshop (2 h, on site or online)
- ✓ Weekly reports and quarterly business reviews

The account stays yours

Merchant Center and Google Ads are your property — with full access throughout our cooperation.

A feed that sells

Product titles, categories and attributes refined so Google shows them to the right customers.

Decisions based on data

We optimise for ROAS and margin, not for the number of clicks.

CSS DISCOUNT

The same budget — up to 20% more clicks

CSS (Comparison Shopping Service) is an official Google auction mechanism introduced after the European Commission's 2017 decision. Product ads shown through a CSS partner — instead of the default Google Shopping — get a discount in the auction of up to 20%.

In practice that means a lower cost per click and more traffic for the same budget, with no change in traffic quality and no extra fees on the store's side.

- The discount applies automatically in the Google auction
- No extra fees or commission on sales
- The Merchant Center account stays your property

Merchant budget / month	Saving / month	Saving / year
£970	£195	£2,320
£1,940	£385	£4,650
£3,870	£775	£9,290
£9,680	£1,940	£23,250

Calculation assumes a 20% discount on clicks in product campaigns.

ONE-OFF SERVICES

Add the analytics foundations to your campaigns

Service	Scope	Lead time	Net price
Google Ads + GA4 audit	Review of your account and analytics, a report with recommendations and a 90-day action plan	5 working days	£290
Google Tag Manager setup	GTM implementation with 5 conversions configured	3–5 working days	£155
Facebook + Instagram page setup	Configuring business profiles and linking accounts	3–7 working days	£195
Meta Pixel + Analytics setup	Installing and configuring event tracking	3–5 working days	£230

— HOW WE START

From the first conversation to live campaigns in **5–7 days**

1

Contact and consultation

You fill in the form, call or write. We reply within 24 hours and book a free consultation.

2

Access and materials

You share your Google Ads account and materials: logo, photos, product or service descriptions.

3

Implementation

Within 5–7 working days we configure the account and conversions and launch campaigns.

4

Optimisation

Every day we monitor results, test ads and move budget to where it earns.

5

Report and strategy

By the 5th working day of each month you receive a report with results and a plan for the next month.

Terms of cooperation

- Monthly billing in advance — the first payment covers the current month and account setup.
- You pay the ad budget directly to Google — our fee is separate.
- Recommended cooperation period: at least 3 months — the time algorithms need for full optimisation.
- A contract with a 1-month notice period, given by email, effective at the end of the billing month.
- Monthly report by the 5th working day of the following month.
- Data processing compliant with GDPR.
- All prices are net (+23% VAT).



CONTACT

Let's talk about **your** campaigns

A free consultation and an initial review of your Google Ads account. We'll show you where the money leaks and how to grow sales — no obligations.

PHONE

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Mon–Fri 8:00–18:00 (CET)

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OFFICE

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