

Budget and Billing information

Navigating the Billing Cycle and Payment Options

OPTURUM

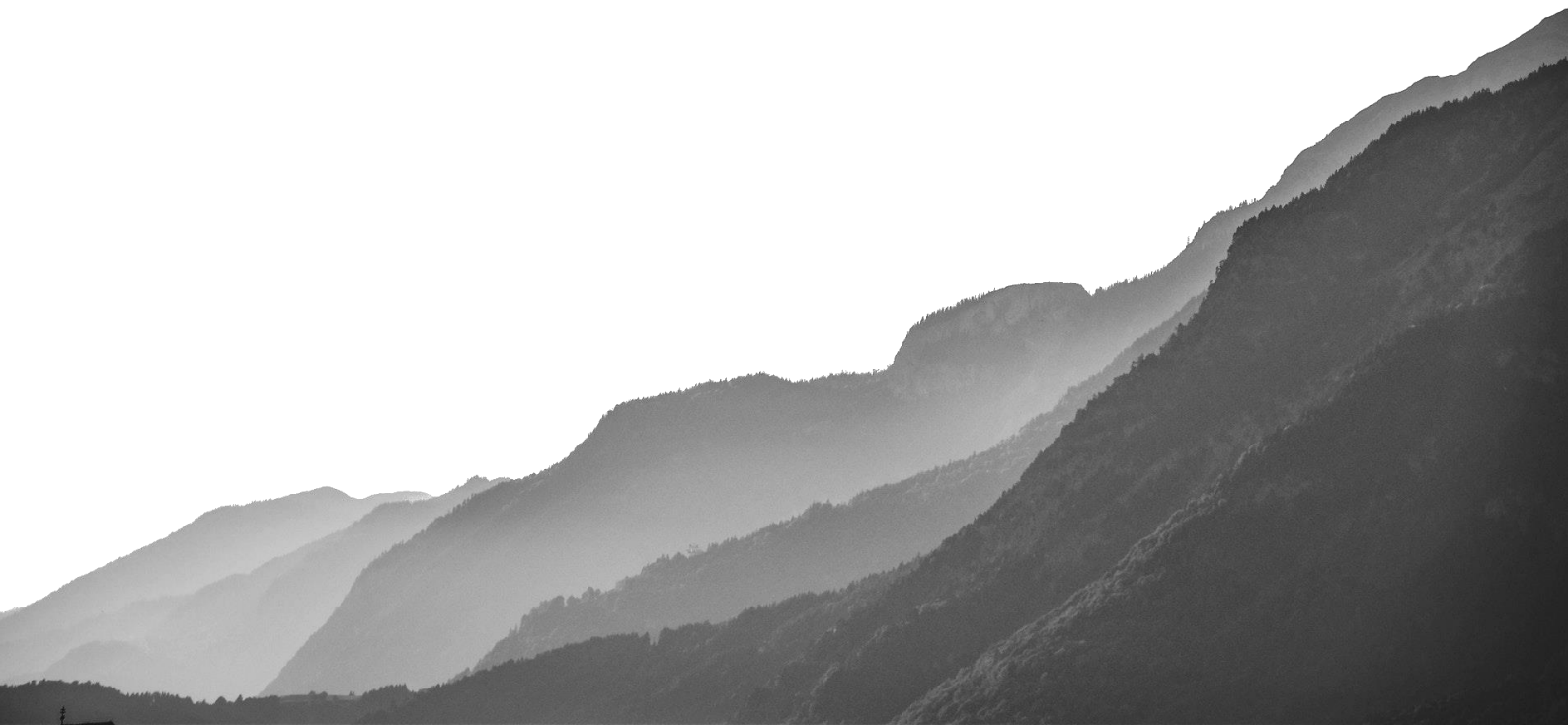


Table of Contents

Preface	2
Introduction to Budget and Billing	3
Management Fees	4
Ad Spend Overview	6
Setting Up Ad Spend in Ad Manager	8
Recommended Ad Spend	10
Other Costs and Considerations	12
Billing Cycle and Payment Methods	14
Invoices and Financial Documentation	16
Updates and Changes to Billing Policy	18

Preface

Title: Budget and Billing Information

Published by: Opturum

Date: January 2024

Welcome to Opturum's comprehensive guide on Budget and Billing Information for your Meta advertising campaigns. This document is designed to provide clarity and transparency in understanding the financial aspects of your partnership with us, from management fees to ad spend and additional costs.

Purpose of This Document

- The aim of this guide is to detail the billing procedures, payment methods, and budget management practices associated with your Meta advertising campaigns.
- It serves as a crucial resource in helping you plan, allocate, and monitor your advertising budget effectively.

Intended Audience

- This guide is intended for clients of Opturum who are engaging in digital advertising through Meta's platforms, needing clear and concise information on budgeting and billing processes.

How to Use This Guide

- Review each section to gain a comprehensive understanding of how advertising budgets are set, managed, and billed.
- Use this guide as a reference point for any questions related to ad spend, management fees, and other associated costs.

Transparency and Collaboration

- We believe in maintaining transparency in all financial dealings and encourage open communication for any billing queries or clarifications you may require.
- This guide is part of our commitment to ensuring a smooth and collaborative partnership, where financial management is handled with clarity and precision.

Thank you for choosing Opturum as your partner in navigating the digital advertising landscape. We are committed to providing you with the necessary tools and information to make informed decisions about your advertising investments.

Introduction to Budget and Billing

Welcome to the foundational segment of our partnership where we outline the budget and billing aspects of your Meta advertising campaigns with Opturum. Understanding the financial components of your digital advertising strategy is key to ensuring a successful and transparent collaboration. This introduction aims to provide you with a clear overview of how budgeting and billing are handled, setting the stage for a more detailed exploration in the subsequent sections.

Overview of Budgeting for Meta Campaigns

- Digital advertising budgets comprise various elements, including management fees, ad spend, and other incidental costs. A well-planned budget is crucial for maximising the impact of your campaigns while maintaining financial efficiency.

Management Fees Explained

- Opturum charges management fees for the services provided in creating, managing, and optimising your Meta advertising campaigns. These fees cover the expertise, time, and resources devoted to ensuring your campaign's success.

Understanding Ad Spend

- Ad spend refers to the budget allocated directly to Meta for running your ads. This is separate from the management fees and is a critical component of your overall advertising budget.

Additional Costs

- There might be additional costs involved in your campaign, such as asset creation, third-party services, or specialised software tools. Understanding these costs upfront aids in comprehensive budget planning.

Billing Processes and Cycles

- We will delve into the specifics of our billing cycles, payment methods, and invoicing practices. This includes how and when you will be billed for our services and your ad spend on Meta.

Ad Spend Management in Ad Manager

- Managing your ad spend effectively is key to campaign performance. We will guide you on how to allocate and monitor your advertising budget within Meta's Ad Manager platform.

The Goal of This Document

- The aim is to ensure that you are well-informed and comfortable with the financial aspects of your advertising campaigns. Transparency in budgeting and billing fosters trust and facilitates smoother campaign execution.

As we progress through this document, you will gain comprehensive insights into each of these areas, empowering you to make informed decisions about your advertising investments and understand the value derived from your partnership with Opturum.

Management Fees

In this section, we detail the management fees associated with your Meta advertising campaigns managed by Opturum. Understanding the structure and purpose of these fees is essential for a clear view of the investment in your digital advertising strategy.

Defining Management Fees

- Management fees are charges levied by Opturum for the professional services rendered in managing your Meta advertising campaigns. These fees cover a range of services, including campaign strategy development, ad creation, ongoing optimisation, and performance reporting.

Fee Structure

- The fee structure can be based on various models, such as a fixed fee, a percentage of ad spend, or a combination of both. Opturum's fee structure is designed to align with your campaign goals and budget scale.
 - **Fixed Fee:** A predetermined amount charged per campaign or on a monthly basis, regardless of ad spend.
 - **Performance-Based Fee:** This fee model is directly dependent on the performance of your campaigns, often calculated as a percentage of profits or return on ad spend (ROAS). The fee can be banded based on key performance indicators (KPIs), adjusting the percentage charge in relation to the success of the campaigns. This model ensures that our goals are directly aligned with your campaign success, incentivising maximised performance.

Services Included in Management Fees

- The management fee encompasses a comprehensive suite of services essential for effective campaign management. These services include:
 - **Campaign Strategy and Planning:** Developing a tailored advertising strategy based on your business objectives and target audience.
 - **Creative Development:** Crafting compelling ad creatives that resonate with your audience.
 - **Campaign Setup and Launch:** Setting up ad campaigns in Meta's Ad Manager, including targeting, bidding, and scheduling.
 - **Monitoring and Optimisation:** Continuously monitoring campaign performance and making data-driven adjustments to maximise effectiveness.
 - **Reporting and Analysis:** Providing regular reports on campaign performance, insights, and recommendations for future strategies.

Transparency and Value

- Opturum maintains transparency in its fee structure, ensuring you understand the value received from our services. We believe in building a partnership where our fees reflect the quality and results of the work provided.
- Regular discussions and reviews of the fee structure can be arranged to ensure alignment with your evolving campaign needs and budget considerations.

Billing and Payment Schedule

- Details regarding the billing cycle, such as invoicing frequency and payment due dates, will be outlined, ensuring clarity and consistency in the financial aspects of our partnership.

Understanding the management fees is crucial in comprehensively planning your overall advertising budget. Opturum is committed to delivering value through our expertise and dedicated services, ensuring your advertising goals are met with success.

Ad Spend Overview

In this section, we provide a comprehensive overview of ad spend, a critical component of your Meta advertising campaigns. Understanding how ad spend works and its role in the success of your campaigns is essential for effective budget management and achieving your advertising goals with Opturum.

Definition of Ad Spend

- **Direct Advertising Cost:** Ad spend refers to the budget allocated directly for running your advertisements on Meta's platforms, including Facebook, Instagram, and Audience Network.
- **Separate from Management Fees:** It's important to note that ad spend is distinct from the management fees charged by Opturum. While management fees cover the services related to campaign strategy and execution, ad spend is the budget used for placing ads on Meta platforms. These fees will be billed directly from Meta to you.

Role of Ad Spend in Campaigns

- **Reach and Engagement:** The amount of ad spend determines how widely your ads are shown and the level of engagement they can achieve. A well-allocated ad spend can significantly increase your campaign's reach and impact.
- **Targeting and Performance:** Adequate ad spend allows for more effective targeting options and optimisation, leading to improved campaign performance and return on investment (ROI).

Setting Ad Spend Budgets

- **Aligning with Goals:** Your ad spend should align with your campaign objectives. Whether the aim is brand awareness, lead generation, or direct sales, the budget should be set accordingly.
- **Scalability:** Start with a budget that you are comfortable with and scale up as you begin to see the desired results and ROI from your campaigns.

Factors Influencing Ad Spend

- **Audience and Competition:** The cost of reaching your target audience can vary based on factors like audience size, competition for ad space, and placement choices.
- **Campaign Duration:** The length of your campaign also influences the total ad spend. Longer campaigns will generally require a larger budget.

Optimising Ad Spend

- **Performance Analysis:** Regularly analyse the performance of your campaigns to understand how effectively your budget is being utilised.
- **Adjustments:** Be prepared to adjust your ad spend based on campaign performance, market trends, and insights provided by Opturum.

Collaboration with Opturum

- **Strategic Guidance:** Opturum will provide strategic advice on setting and adjusting your ad spend to maximise campaign effectiveness.
- **Transparent Reporting:** Expect transparent reporting on how your ad spend is being used and the results it is driving.

Understanding the dynamics of ad spend and its strategic management is key to the success of your Meta advertising campaigns. Through careful planning, analysis, and collaboration with Opturum, your ad spend can be optimally utilised to achieve your desired marketing outcomes.

Setting Up Ad Spend in Ad Manager

Managing your ad spend efficiently is crucial for the success of your Meta advertising campaigns. This section guides you through the process of setting up and allocating your ad budget within Meta's Ad Manager, which is a vital component of your overall advertising strategy with Opturum.

Accessing Ad Manager

- **Initial Setup:** To begin, access Meta's Ad Manager through your Meta Business Manager account. This platform is where you will manage your advertising budget and monitor campaign spending.
- **Navigation:** Within Ad Manager, you will find tools and settings to create, manage, and track your ad campaigns and their respective budgets.

Allocating Your Budget

- **Campaign-Level Budgeting:** You can set a budget at the campaign level, determining how much you wish to spend on a particular advertising campaign.
- **Daily vs. Lifetime Budgets:** Ad Manager allows you to choose between a daily budget (the average amount you're willing to spend per day) or a lifetime budget (the total amount you'll spend over the duration of the campaign).

Adjusting Budget Based on Campaign Goals

- **Goal-Oriented Budgeting:** Your budget allocation should align with your campaign goals, whether it's brand awareness, lead generation, or sales conversions.
- **Flexibility:** Be prepared to adjust your budgets based on campaign performance and data insights. Opturum will provide guidance on effective budget reallocation strategies to enhance campaign performance.

Monitoring and Controlling Spend

- **Real-Time Tracking:** Use the Ad Manager's real-time tracking features to monitor how your budget is being spent throughout the campaign.
- **Spending Caps:** Set spending caps to ensure you don't exceed your overall advertising budget.

Utilising Advanced Budgeting Features

- **Bid Strategies:** Explore different bid strategies within Ad Manager that can help maximise your return on ad spend. Opturum can assist in selecting the most appropriate bidding approach based on your campaign objectives.
- **A/B Testing:** Allocate budget for A/B testing different ad sets to determine the most effective strategies for your audience.

Collaboration with Opturum

- **Ongoing Support:** Opturum will work closely with you to set up and manage your ad spend in Ad Manager, ensuring that your budget is being used effectively to meet your campaign goals.
- **Recommendations and Adjustments:** Based on performance data and analytics, Opturum will provide recommendations for any necessary budget adjustments or shifts in strategy.

By properly setting up and managing your ad spend in Meta's Ad Manager, you can ensure that your budget is being allocated effectively to reach your desired audience and achieve your campaign objectives. Opturum's expertise in navigating and optimising these settings will be instrumental in maximising the impact of your advertising investment.

Recommended Ad Spend

Effectively managing ad spend is key to the success of your Meta advertising campaigns. This section provides guidance on recommended ad spends for different common goals, along with minimum ad spend requirements, helping you make informed budgeting decisions.

Recommended Ad Spend Based on Goals

- **Service-Oriented Businesses:** For businesses focusing on high-value services, setting an acceptable customer acquisition cost (ACAC) at about 25% of the average customer value (ACV) can be effective. For example, with an ACV of £3,000, an initial ad budget around £1,875 per month may be recommended, targeting a specific number of new customers.
- **E-commerce Ventures:** E-commerce businesses should focus on achieving a strong return on ad spend (ROAS). If your average customer value is £50 with a product cost of £25 (50% margin), setting an ACAC at 40% of the margin (£10 per customer) is a strategic approach. An initial ad budget of around £1,000 could be suitable to start.

Leveraging Smaller Budgets for Awareness and Engagement

- **Awareness Campaigns:** With a budget of around £150/month, running an engagement campaign at £5/day can help build brand awareness. For a budget of £300/month, maintaining brand visibility at £10/day complements other marketing efforts.

Minimum Ad Spend Recommendations

- **Understanding Budget Requirements:** Meta platforms have minimum budget requirements, but setting a budget that allows for effective testing and audience reach is important. Too small a budget may not provide sufficient data for optimisation.

Balancing Budget and Campaign Objectives

- Align your budget with campaign objectives. Smaller budgets might suit awareness campaigns, while conversion-focused campaigns generally require larger budgets. The minimum budget should be based on campaign objectives and expected cost per result.

Ad Spend Management in Ad Manager

- **Dynamic Budget Allocation:** Meta's Ad Manager allows for dynamic allocation of budgets based on campaign performance. Automated rules can be used to adjust budgets based on specific performance criteria.
- **Ad Frequency and Audience Size:** Manage ad frequency to avoid ad fatigue, ideally keeping it between 1 and 6. Adjust your budget according to the size of your target audience, with smaller audiences potentially requiring a higher budget for impact.

By understanding these ad spend recommendations and minimum requirements, you can allocate your budget effectively to meet your specific campaign goals. Opturum will assist in strategising and managing your ad spend to maximise campaign effectiveness and ROI.

Other Costs and Considerations

In addition to management fees and ad spend, there are other costs and considerations that can impact the overall budget of your Meta advertising campaigns. This section outlines these additional expenses to provide a comprehensive understanding of your potential total investment when working with Opturum.

Asset Creation Costs

- **Production Expenses:** Creating high-quality assets like professional photographs, videos, and graphic designs can incur costs. These expenses vary based on the complexity and quality of the assets needed.
- **External Services:** If asset creation is outsourced to third-party providers, their fees will contribute to the overall campaign costs.

Software and Tool Subscriptions

- **Digital Tools:** Certain campaigns may require the use of specialised software or online tools, which might have subscription costs.
- **Analytics Platforms:** Advanced analytics tools that provide deeper insights into campaign performance may come with their own set of fees.

Third-Party Advertising Costs

- **Additional Platforms:** If your campaign extends beyond Meta's platforms to other digital channels, consider the ad spend and management costs associated with these platforms.
- **Influencer Partnerships:** Collaborations with influencers or content creators can be an effective way to amplify your campaign but will include their fees or commissions.

Legal and Compliance Expenses

- **Legal Consultation:** Ensuring that your ad content complies with various legal standards, especially if you are in a highly regulated industry, may require legal advice or services.
- **Compliance Costs:** Adhering to data protection laws like GDPR or industry-specific regulations can involve additional costs for compliance audits or modifications.

Testing and Experimentation

- **A/B Testing:** Running multiple versions of ads to determine the most effective one involves additional ad spend, although it can lead to better ROI in the long run.
- **Market Research:** Conducting market research or consumer surveys to inform your campaign strategy might incur costs, but provides valuable insights.

Technical Support and Maintenance

- **Website Optimisation:** Ensuring that your website or landing page is optimized for conversions might require technical support, which can be an additional cost.

- **Ongoing Maintenance:** Regular updates or maintenance of digital assets and platforms used in campaigns can also contribute to the overall costs.

Contingency Budget

- **Unforeseen Expenses:** It's prudent to allocate a portion of your budget for unexpected costs or opportunities that arise during the campaign.

Understanding these additional costs and considerations is crucial in creating a realistic and effective budget for your Meta advertising campaigns. Opturum will guide you through these aspects, ensuring that all potential expenses are transparent and accounted for in your overall advertising strategy.

Billing Cycle and Payment Methods

In this section, we detail the billing cycle and various payment methods available for your Meta advertising campaigns managed by Opturum. A clear understanding of these processes ensures smooth financial transactions and helps in planning your advertising budget effectively.

Understanding the Billing Cycle

- **Frequency of Invoicing:** Opturum typically operates on a monthly billing cycle. You will receive an invoice for management fees and any other agreed-upon charges on the same day every month that the services were initiated if possible
- **Ad Spend Billing:** For ad spend on Meta platforms, billing will occur directly through Meta according to their billing cycle, which may differ from Opturum's management fee billing.

Payment Methods for Management Fees

- **Direct Bank Transfer:** This is a preferred and secure method of payment. Bank details will be provided on the invoice for you to set up the transfer.
- **Credit/Debit Card Payments:** Payments can also be made via credit or debit cards. Details on how to make card payments will be included in the invoice.
- **Online Payment Platforms:** Payments can be processed through online payment systems like PayPal or Stripe, depending on what is agreed upon and set up in advance.

Setting Up Payments for Ad Spend

- **Direct Payment to Meta:** Ad spend payments are made directly to Meta through the Ad Manager platform. You will need to set up a payment method in your Meta Business Manager account, which can include credit cards, PayPal, or bank account details.
- **Budget Control:** Ensure that your payment method has sufficient funds to cover your ad budget, avoiding campaign pauses due to payment issues.

Understanding Late Payments

- **Late Payment Policy:** Familiarise yourself with Opturum's policy on late payments. Late payments might incur additional charges or interest as per the terms outlined in your contract.
- **Communication is Key:** If you anticipate any delays in payment, communicate this to Opturum as soon as possible to discuss potential arrangements or solutions.

Receipts and Financial Statements

- After each payment, you will receive a receipt or payment confirmation for your records. On request, Opturum can provide itemised financial statements detailing the services rendered and corresponding charges.

Changes in Payment Details

- If there are any changes to your preferred payment method or billing details, please inform Opturum promptly to ensure uninterrupted service and accurate billing.

By familiarising yourself with the billing cycle and available payment methods, you can effectively manage your financial commitments related to your Meta advertising campaigns. Opturum is committed to maintaining transparency and flexibility in all billing and payment processes to accommodate your business needs.

Invoices and Financial Documentation

This section outlines the process and details regarding the provision of invoices and financial documentation for your Meta advertising campaigns managed by Opturum. Understanding how these documents are handled will ensure a clear and transparent record-keeping process for all financial transactions associated with your campaigns.

Provision of Invoices

- **Monthly Invoicing:** Opturum will issue invoices on a monthly basis. These invoices will detail the management fees and any other charges incurred during the billing period.
- **Itemised Breakdown:** Each invoice will provide an itemised breakdown of services rendered and associated costs. This includes a clear delineation of management fees and any additional costs.

Format and Delivery of Invoices

- **Electronic Invoicing:** Invoices will typically be sent electronically to the designated contact email provided by your company.
- **Physical Copies:** Upon request, Opturum can also provide physical copies of invoices for your records at a small cost.

Details on Invoices

- **Service Descriptions:** Invoices will include descriptions of the services provided within the billing period, allowing for easy reference and understanding of the charges.
- **Payment Terms:** Payment terms, such as due dates and late payment policies, will be clearly stated on each invoice.

Ad Spend Invoices from Meta

- If your ad spend is billed directly through Meta, you will receive separate invoices or billing statements from Meta's platform. These should be reconciled with the performance reports to ensure clarity on ad spend allocation.

Financial Documentation for Records

- **Financial Statements:** Upon request, Opturum can provide comprehensive financial statements summarising the billing and payment history over a specified period.
- **Expense Reports:** For clients requiring detailed reports for accounting or tax purposes, Opturum can provide customised expense reports.

Handling Discrepancies

- **Review and Queries:** It's important to review each invoice upon receipt. If there are any discrepancies or queries, contact Opturum immediately for clarification or correction.
- **Adjustments and Corrections:** Any necessary adjustments or corrections will be reflected in subsequent billing cycles or rectified as per mutual agreement.

Record Retention

- Clients are advised to retain all financial documentation, including invoices and payment receipts, for their records and future reference. Opturum also maintains records of all financial transactions with clients.

By providing clear and detailed invoices and financial documentation, Opturum ensures that you have a transparent and accurate account of all charges and payments associated with your digital advertising campaigns. This practice is integral to maintaining a trusted and efficient financial relationship

Updates and Changes to Billing Policy

Maintaining a flexible and up-to-date billing policy is crucial for adapting to the evolving needs of digital advertising campaigns. This section outlines how Opturum handles updates and changes to its billing policy, ensuring that you are always informed and prepared for any modifications that may affect your budgeting and payment processes.

Notification of Policy Changes

- **Advance Notice:** Opturum is committed to providing advance notice of any changes to the billing policy. This ensures that you have adequate time to understand and adjust to the new terms.
- **Communication Channels:** Updates will be communicated through official channels, including email notifications, direct communication from your account manager, or updates on the Opturum client portal.

Reasons for Policy Changes

- **Adapting to Market Conditions:** Changes in market conditions, advertising platform policies, or economic factors may necessitate adjustments to the billing policy.
- **Enhancing Service Offerings:** As Opturum continually strives to improve its services, updates to the billing policy may reflect new offerings or changes in service scope.

Review Period for Clients

- **Feedback Opportunity:** Upon receiving notification of billing policy changes, you will have a designated review period to provide feedback or raise any concerns.
- **Client Consultation:** Opturum values client input and may hold consultations or meetings to discuss significant policy changes and gather client perspectives.

Implementation of Changes

- **Effective Date:** The effective date for any billing policy changes will be clearly communicated, giving you time to prepare for the transition.
- **Transition Assistance:** Opturum will assist in the transition process, ensuring that changes are implemented smoothly and with minimal impact on your ongoing campaigns.

Updating Contractual Agreements

- **Amendments to Contracts:** Any significant changes to the billing policy that impact contractual agreements will be addressed through formal amendments. This ensures that all terms are legally binding and reflect the current agreement between your company and Opturum.

Staying Informed

- **Regular Updates:** Stay engaged with communications from Opturum and regularly check the client portal for any updates or changes to the billing policy.

- **Contact for Queries:** For any queries or clarifications about billing policy changes, please reach out to your Opturum account manager.

By staying informed and engaged with updates and changes to the billing policy, you can effectively plan and manage your financial commitments related to your Meta advertising campaigns. Opturum is dedicated to ensuring transparency and alignment with your business objectives throughout any policy updates