CONDUIT

RATE CARD

Q1 2027

Paid Media

Monthly Ad Spend	Monthly Fee
$299 Account Base	
< $4,999	+ 9%
$5,000 – $49,999	+ 5.5%
$50,000 – $99,999	+ 4.5%
$100,000 – $299,999	+ 3.5%
$300,000+	+ 2.5%

Each rate applies only to the spend within its range.

Minimum spend: $1,000 per channel

One Account Base. Lower Rates as you grow.

Every account starts with a monthly account base.
Above that, progressive, tax-bracket pricing applies from the first dollar of spend: each rate applies only to the spend within its respective tier.
Previous spend is never repriced, meaning your effective rate decreases as your budget grows.

Two Distinct Pricing Components:

1. **Account Base:** $299 per month per account.

2. **Account Setup & Launch:** $299 one-time for account setup and the first channel, plus $149 for each additional channel.

Account Setup & Launch:

A successful account starts with a solid foundation. Setup and launch covers technical implementation, tracking configuration, audience and targeting optimization, and a coordinated rollout, so your campaigns are properly configured and positioned for success from day one. These are one-time, non-recurring fees, separate from ongoing monthly management.

Multi-Location Pricing:

Businesses or locations owned by the same company, managed through Conduit and billed together, qualify. Each location pays its own $299 monthly Account Base. The group's combined monthly spend is priced through the standard brackets as one book. Launch fees apply per location. Examples include franchise groups, multi-dealership automotive groups and multi-location healthcare organizations.

Programmatic

Channel	Rates	Minimums
Display	$3.99 CPM	200k impressions
Video	$14.99 CPM	50k impressions
Audio	$24.99 CPM	50k impressions
CTV	$24.99 CPM	50k impressions

Channels:

We have four different programmatic channels, each of which represents a different visual medium, has their own CPM, and their own minimum monthly campaign size.

Rates:

Our Programmatic solutions are billed on a CPM basis.
The rate is what you will be charged by Conduit and is inclusive of all platform expenses, targeting expenses, and Conduit's management fee.

Launch Fee:

Campaign Setup & Launch:
A one-time setup and launch fee of $299 per channel applies for each new campaign launched on an existing account.

SEO/AEO/GEO

Package level:	Rate:
Essentials:	$999
Grow:	$1,699
Elevate:	$2,499
Custom:	Audit & Scope

- *Individual add-on services available.*
- *Billed monthly. 3-month minimum commitment*

Organic Search Everywhere

Launch Fees & Policy:

A one-time launch fee of $299 per account applies to all SEO packages. Baseline audits are included as part of the launch fee and are incorporated into the initial account deliverables.

A Powerful Quarterly Strategy with Crystal Clear Deliverables:

Our SEO model operates on a quarterly execution cadence designed to prioritize strategic planning, operational efficiency, and measurable results.
Through focused execution sprints, we move beyond the stop-start limitations of traditional monthly SEO/AEO/GEO programs, delivering higher-impact work with fewer bottlenecks. This approach maximizes budget efficiency, establishes more predictable deliverables, and integrates seamlessly with your broader digital strategy.

One-Time Custom Audit:

For larger regional and national accounts, a Custom SEO/AEO/GEO Audit serves as the first step in developing a tailored solution. Following a comprehensive assessment, our team will present two customized service options based on the audit findings. The agency/client can then select their preferred option and determine whether to proceed.

SEO/AEO/GEO

Quarterly Deliverables	Essentials	Grow	Elevate
GBP Local Performance	✓	✓	✓
Quarterly Roadmap	✓	✓	✓
Quarterly Report *Delivered month 1 of following quarter*	✓	✓	✓
Monthly Narrative *Narratives for Months 1 and 2 are delivered in Months 2 and 3*	✓	✓	✓
Local Heat Mapping	✓	✓	✓
Directories Managed	50+	50+	50+
Site Sculpting (Technical SEO)	Level 1 up to 5 Hours	Level 2 up to 8 Hours	Level 3 up to 11 Hours
Long Form Content	1	2	3
Supporting Content	6	12	18
Monthly Cost:	**$999**	**$1,699**	**$2,499**
Quarterly Cost:	**$2,997**	**$5,097**	**$7,497**

Add-Ons:

Asset	Rates
18 additional GBP posts quarterly:	$79/month
5 additional keywords in local heatmap:	$39/month
10 additional quarterly citations:	$79/month
Review Monitoring & Responding:	$79/month
Additional Location (1 included):	$199/month
Anything else	Custom Scope

For Essentials	Rates
1 additional long form per quarter:	$149/month
3 additional blogs per quarter:	$149/month
3 additional site hours per quarter:	$149/month

eComm Tracking

Tier	Rate
Tier 1 Launch Ecommerce Tracking	**$399**
Tier 2 Launch Tracking + Consent	**$599**
Tier 3 Intelligence Launch Tracking + Consent + Intelligence	**$799**

**One-time launch fees per Shopify store. Each tier includes everything in the tier before it.*

Accurate purchase and revenue measurement for Shopify stores, built in three tiers: from essential ecommerce tracking to consent-aware measurement and first-party intelligence.

Tier 1 Launch: Ecommerce Tracking

A reliable foundation for conversion and revenue tracking.
GTM ecommerce configuration, Shopify data layer and event triggers, purchase tracking with transaction deduplication, end-to-end testing, and GA4 tag setup when the Shopify Google & YouTube app is not already connected.

Tier 2 Launch: + Consent

For stores using a cookie banner or Consent Management Platform.
Everything in Tier 1, plus CMP integration with GTM, Conduit-managed tags configured to respond to user consent signals, and testing of consent behavior across applicable tracking.

Tier 3 Intelligence Launch: + Enhanced Intelligence

Our most advanced Shopify measurement setup.
Everything in Tiers 1 & 2, plus Google Ads Enhanced Conversions, GA4 User Data for eligible ecommerce events, and advanced testing and validation of first-party measurement signals.

The client/agency selects, implements, and manages its CMP or cookie banner. Conduit configures GTM tracking to work with the consent signals it provides.

à la carte

Conduit Connection Retainer One flat fee covering your whole roster: strategists, analysts, sales support and white-label reporting.	**$845 per month**
Strategic Recommendations *2 free with your Connection Retainer*	**First two free!**
Campaign Strategy & Infrastructure Build: A one-time fee for net-new initiatives inside an active channel.	**$299 per initiative**

Conduit Connection Retainer:

Conduit partners exclusively with established agencies managing at least $35,000 in monthly platform spend across their clients. Our $845 Connection Retainer is a single, flat agency-to-agency fee that covers your entire roster of accounts, giving your team immediate access to dedicated strategists, seasoned analysts, sales support, and white-label reporting infrastructure.

Strategic Recommendation:

Our Strategic Recommendations deliver recommended suggested Channels and budget distribution along with campaign strategy, audiences and creative suggestions based on the client's overall budget and business goals.

Campaign Strategy & Infrastructure Build:

A $299 one-time fee for net-new initiatives in an active channel that need fresh technical infrastructure (custom landing page, new conversion/CRM tracking) or a foundational strategy shift. Routine optimizations and promos remain included in monthly management.

à la carte (cont.)

Conversion Clarity
Customer-journey and conversion insights

With Call Tracking	**$269/month**
Without Call Tracking	**$99/month**
Intelligence Level	**Custom Scope**
Launch Fee	**None**

Targeted Email: **$14.99 CPM**
Minimum 50k send

Conversion Clarity:

Behavioral intelligence and call intelligence, combined into one monthly reporting layer. Every platform can report impressions, clicks, CPC and cost per lead. What it can't explain is why a form was reached 400 times and filled 12, or whether phone leads were qualified, missed, or the same person calling three times.

How it works:

It reads Microsoft Clarity website behavior and Call Tracking from real customer conversations together, and delivers one monthly report with findings, alerts, and a prioritized action list. Every insight points back at a KPI, explaining why performance moved and what to change next.

What's included:

No launch fee: setup includes call tracking numbers, GTM/GA4 and Microsoft Clarity. Unusually high call, transcription, or form volume may add a monthly usage fee, reviewed before billing. Custom Scope adds CRM integration, offline conversions, and CAC, LTV, MER and ROI reporting.

Targeted Email:

Email marketing is typically either retention or acquisition. Retention email goes to a client's own customers through the client's CRM. Acquisition email reaches new prospects through a highly targeted list leased from a major data company. Conduit specializes in acquisition: putting your client's message in front of the people most likely to become their next customers.