

Terms of Service for Big Fish AdWords.

Ad Budget

Your Ad Budget is the amount you spend on actual ads and are not included in our fees. Your account will be set-up in your name, directly with Google. Your Ad Budget will be paid directly to Google and does not flow through Big Fish AdWords. We will need access to that account to manage your campaigns.

Development Service & Fees

The development of your campaign is the process of researching, developing competitive strategies, and implementing your campaign. Our services include all the functions necessary to complete that task. See our “What we do” page for more detailed information.

Included in this process is the implementation of a Conversion Tracking feature, which will require either FTP access or the involvement of your web designer / developer. This is a critical component to AdWords success and should not be skipped.

The one-time fee for each package must be paid prior to us beginning our work. You can choose to pay by Credit Card or PayPal account through our online ordering process, by phone, or mailed check. These fees are not refundable once we begin.

Management Service & Fees

The management of your campaign is the process of constantly monitoring and adapting your campaign. Our services include all the functions necessary to complete that task. See our “What we do” page for more detailed information.

Monthly fees are due on the 1st of every month.

Management fees can be paid by a card kept on file (but not online) with Big Fish AdWords or an e-mail invoice which can be paid by Credit Card or PayPal account through our online payment system or by mailed check.

Payment Processing

Our online payment processing system uses PayPal, which enforces a \$2,000 lifetime spending limit to their members, until they become verified. Our phone processing system, however, does not have this limitation.

Trouble Paying?

Please let us know if you are having troubles paying. We will be happy to work with you through highs and lows. If we don't hear from you, then your account will be suspended after 14 days of unpaid fees and referred to a collection agency after 90 days. Accounts will be resumed immediately upon payment.

Pricing

Our proposals include a specific price for each client. Ongoing fees are generally reduced after the first 90 days.

Production

Big Fish AdWords uses the services of other professional providers. These partners are responsible for repetitive tasks such as keyword research and are well-qualified to perform those tasks. Philip Light of Big Fish AdWords personally oversees every account, provides high-level functions such as strategic planning and is the contact point for all clients.

Performance

We can make no guarantees about the performance of your ads as it depends on a number of factors, such as quality of your website, attractiveness of your services/products, knowledge of your customers, and etc. However, we've been known to go far beyond ordinary service to keep our clients happy.