

# Pay for What Works



Choose your budget and add more at any time. Based on your spend, you'll get high-quality support to keep you moving forward. *These aren't suggested budgets!* Many customers profitably invest much more to grow their business.

	New Business	Emerging Business	Evolving Business	Expanding Business
<b>Media Spend</b>				
Minimum Monthly Spend	From <b>\$300</b>	From <b>\$1,000</b>	From <b>\$5,000</b>	From <b>\$10,000</b>
<b>Support</b>				
Complimentary Ad Creative	<b>2x/year</b>	<b>4x/year</b>	<b>Monthly</b>	<b>Ongoing</b>
Reactive Online Support	✓	✓	✓	✓
Account Management		✓	✓	✓
Custom Dynamic Ads			✓	✓
Tailored Onboarding Support				✓
<b>Extras</b>				
Invoiced Billing Options			✓	✓
Customized Reports			✓	✓
API Support				✓
	<a href="#">GET STARTED →</a>	<a href="#">GET STARTED →</a>	<a href="#">REQUEST DEMO →</a>	<a href="#">REQUEST DEMO →</a>

Need Some Help?



### Are you an agency?

We have a custom solution for agencies that helps to grow your clients faster.

[LEARN MORE](#) →

### Not based in the US?

We offer all packages for their equivalent value in AUD, EUR, GBP, and JPY.

[LEARN MORE](#) →

“I wanted to invest in a partnership, not just another vendor relationship. Being in a quickly growing company, we have the typical ups and downs of a startup. Flexibility is key for partners, and AdRoll has been with us every step of the way.”

—Jordan Finger, VP of customer acquisition and growth marketing, Freshly

FRESHLY

## Be the center of attention anywhere online

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### Social and display advertising

Get new and returning users shopping. Social and display ads are priced at a [dynamic cost per thousand impressions](#) (CPM).



### Triggered emails

Reach shoppers with custom recommendations in their inbox. Email ads are offered at a fixed \$1 cost per click (CPC).

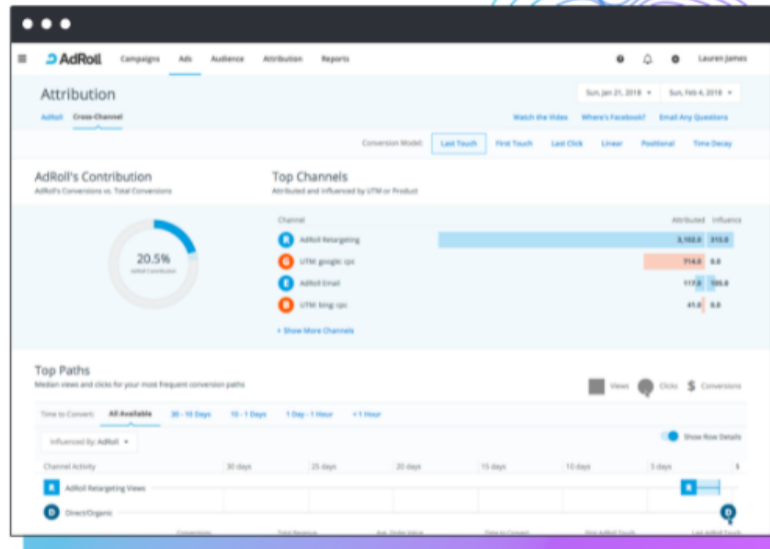
# Get insights without the hassle

## ✔ Automate your marketing

We help take care of campaign setup, audience segmentation, and second-by-second adjustments—and you don't have to lift a finger.

## ✔ Know what is and isn't working

Track the success of all your marketing initiatives with comprehensive and transparent reporting—centralized in one easy-to-use platform.



**Dare to grow your business with the right budget for you.**

**GET STARTED →**

**Need Some Help?**

## Pricing Page Copy - V3

### <h1>AdRoll Pricing</h1>

### <h2>Pay for what works</h2>

Choose your budget and add more at any time. Based on your spend, you'll get high-quality support to keep you moving forward. *These aren't suggested budgets!* Many customers profitably invest much more to grow their business.

	New Business	Emerging Business	Evolving Business	Expanding Business
<b>Media Spend</b>				
Minimum Monthly Spend	From <b>\$300</b>	From <b>\$1,000</b>	From <b>\$5,000</b>	From <b>\$10,000</b>
<b>Support</b>				
Complimentary ad creative	2x/year	4x/year	Monthly	Ongoing
Reactive online support	X	X	X	X
Account management		X	X	X
Strategic account team			X	X
Tailored onboarding support				X
<b>Extras</b>				
Advanced technical support			X	X
Customized reports			X	X
API support				X
	GET STARTED	GET STARTED	REQUEST DEMO	REQUEST DEMO

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### Be the center of attention—anywhere online

#### Social and display advertising

Get new and returning users shopping. Social and display ads are priced at a dynamic cost per thousand impressions (CPM).

#### Triggered emails

Reach shoppers with custom recommendations in their inbox. Email ads are offered at a fixed \$1 cost per click (CPC).

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#### Customer quote

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### Get insights without the hassle

**Automate your marketing.** We help take care of campaign setup, audience segmentation, and second-by-second adjustments—and you don't have to lift a finger.

**Know what is and isn't working.** Track the success of all your marketing initiatives with comprehensive and transparent reporting—centralized in one, easy-to-use platform.

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Dare to grow your business with the right budget for you. **(GET STARTED)**

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## Pricing Page Copy - V2

### <h1>AdRoll Pricing</h1>

### <h2>Pricing that matches your ambitious goals</h2>

#### Pay for what you use

You pay for ad space and we retain a small percentage for serving your display, social, and email ads.

#### No lock-in contracts

Don't worry about unnecessary commitments or timelines. We'll be your growth partner as long as you need.

#### No extra fees

Are you tired of being charged "service" or "onboarding" fees? With AdRoll, there are no hidden charges.

### <h2>We've always got your back</h2>

Growing isn't always easy. We provide the right amount of support, based on your spend, to keep you moving forward.

	<b>Emerging Business</b>	<b>Evolving Business</b>	<b>Expanding Business</b>
<b>Monthly Media Spend</b>	From <b>\$300</b>	From <b>\$5,000</b>	From <b>\$10,000</b>
<b>Support</b>			
Free ad creative	2x/ year	4x/ year	Unlimited
Reactive online support	X	X	X
Account management		X	X
Strategic account team			X
<b>Extras</b>			

Expert-level reports			X
Integration support			X
API support			X
	GET STARTED	GET STARTED	REQUEST DEMO

### Are you an agency?

We have a custom solution for agencies that helps to grow your clients faster.

[Learn More](#)

### Not based in the US?

We offer all packages for their equivalent value in AUD, EUR, GBP, JPY, and NZD.

[Learn More](#)

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## <h3>Be the center of attention—anywhere online</h3>

### <h4>Social and display advertising</h4>

Get new and returning users shopping. Social and display ads are priced at a [dynamic cost per thousand impressions](#) (CPM).

### <h4>Triggered emails</h4>

Reach shoppers with custom recommendations in their inbox. Email ads are offered at a fixed \$1 cost per click (CPC).

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### Customer quote

“I wanted to invest in a partnership, not just another vendor relationship. Being in a quickly growing company, we have the typical ups and downs of a startup. Flexibility is key for partners, and AdRoll has been with us every step of the way.”

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## <h3>Use a platform that’s built for you</h3>

**Automate your marketing.** We help take care of campaign setup, audience segmentation, and second-by-second adjustments—and you don't have to lift a finger.

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Ready to take the next step? (**GET STARTED**)

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<b>Pay as you go</b>	<b>Premium</b>
<i>Choose your own spend, and change as needed</i>	<i>Unlock more power with set monthly spend</i>
<ul style="list-style-type: none"> <li>● Complete growth platform</li> </ul>	<ul style="list-style-type: none"> <li>● Complete growth platform</li> </ul>
<ul style="list-style-type: none"> <li>● Be anywhere shoppers go               <ul style="list-style-type: none"> <li>○ Reach people across social, email, and millions of trusted websites online.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>● Be anywhere shoppers go               <ul style="list-style-type: none"> <li>○ Reach people across social, email, and millions of trusted websites online.</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>● Empowering support and chat               <ul style="list-style-type: none"> <li>○ AdRoll's Help Center, Customer Delight team, and account managers (at certain spend) are available to answer your questions.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>● Smart account management               <ul style="list-style-type: none"> <li>○ Our expert account team will guide your progress and provide strategic support to help you hit your marketing goals.</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>● Custom ad creative               <ul style="list-style-type: none"> <li>○ Twice a year, upon request, our Design Squad will <a href="#">create custom ads</a> for you at no additional cost.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>● Dedicated on-brand design               <ul style="list-style-type: none"> <li>○ Our in-house design team will provide on-brand ad creative throughout the year.</li> </ul> </li> </ul>
	<ul style="list-style-type: none"> <li>● Richer campaign control               <ul style="list-style-type: none"> <li>○ Define the settings or elements you are most interested in, and we'll take care of the rest.</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>• More integration options <ul style="list-style-type: none"> <li>◦ Import your CRM and marketing audiences, or export to your favorite reporting tool.</li> </ul> </li> </ul>
	<ul style="list-style-type: none"> <li>• Custom reporting <ul style="list-style-type: none"> <li>◦ Run and export diagnostic reports that measure your most important campaign metrics.</li> </ul> </li> </ul>
<b>(GET STARTED TODAY)</b>	<b>(REQUEST A DEMO)</b>

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## Pricing Page Copy - V1

### <h1>AdRoll Pricing</h1>

### <h2>We make it easy to grow your business</h2>

Pay as you go	Premium
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<ul style="list-style-type: none"> <li>• Complete growth platform</li> </ul>	<ul style="list-style-type: none"> <li>• Complete growth platform</li> </ul>
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<b>(Get started today)</b>	<b>(Request a demo)</b>

### <h3>Be the center of attention anywhere online</h3>

#### <h4>Social and display advertising</h4>

Get new and returning users shopping. Social and display ads are priced on a [dynamic cost per thousand impressions](#) (CPM).

#### <h4>Triggered emails</h4>

Reach shoppers with custom recommendations in their inbox. Email ads are offered at a fixed \$1 cost per click (CPC).

#### Customer quote

"I wanted to invest in a partnership, not just another vendor relationship. As Being in a quickly growing company, we have the typical ups and downs of a startup. Flexibility is key for partners, and AdRoll has been with us every step of the way."

—Jordan Finger, vVice pPresident oOf cCustomer aAcquisition and gGrowth mMarketing at Freshly

### <h3>Use a platform that's built for you</h3>

**Automate your marketing.** We help take care of campaign setup, audience segmentation, and second-by-second adjustments—all without your lifting a finger.

**Advertise smart.** Our IntentMap™ gives you access to over 1.2 billion digital profiles so you can market to people who behave like your best customers, anywhere online.

**Experiment like a scientist.** We're able to experiment across millions of signals and predictions per second, so you're able to test every single aspect of your campaigns.

**Know what is and isn't working.** Track the success of all your marketing initiatives with comprehensive and transparent reporting—centralized in one, easy-to-use platform.

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Ready to take the next step? (**Let's get started**)

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## **Pricing Page Copy - V0**

Pricing Page Layout - Version 0 (#WeHaveAStory)

### **Build your ideal growth platform**

#### **Pay as you go**

*Choose your own spend and change as needed*

- Complete growth platform
- Be everywhere shoppers go
  - Reach people across social, email, and millions of trusted websites online
- Empowering support and chat
  - Our help center, chat support, and account managers (at certain spend) are ready to help you make the most of AdRoll
- Custom ad creative
  - Easily create your own ads or twice a year we'll build you ads in all the best sizes at no extra charge for free

**(Get started today)**

#### **Premium**

*Unlock more power with set monthly spend*

- Complete growth platform
- Be everywhere shoppers go
  - Reach people across social, email, and millions of trusted websites online
- Smart account management
  - Same as current version
- Dedicated on-brand design
  - Same as current version
- Richer campaign control
  - Define the settings or elements you are most interested and have our platform automate everything else
- More integration options
  - Whether you want to import your CRM and marketing audiences, or export to your favorite reporting tool, it's easy with AdRoll
- Custom reporting
  - Track what is most important for your business and export it however you need

**(Request a demo)**

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## **Grow where your customers are**

### **Social and display**

Get new and returning users shopping. Social and display ads are priced on a [dynamic CPM](#) (cost per thousand impressions).

### **Triggered emails**

Reach shoppers with custom recommendations in their inbox. Email ads are offered at a fixed \$1 CPC (cost per click).

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## **Customer quote**

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## **Why AdRoll?**

### **Grow your business**

Make sure the most interested people aren't missing out on what you have to offer. Bring new and returning shoppers to your site—across web, email, and social.

### **Advertise smarter**

Don't just get the word out. AdRoll helps make sure your ads, audiences, and campaigns magically adjust to reach your milestones and grow your revenue.

### **Make life easier**

Growing shouldn't require learning a new language. AdRoll's self-service platform helps you grow confidently, and as you grow you can add services to fill in the gaps.

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Dare to grow with AdRoll (**Get Started Today**)