



Punch Marketing Adwords Service Guarantee Terms & Conditions

The following terms and conditions exist in addition to any other Terms and Conditions issue by Punch Marketing across our website and in our client contracts.

Service Guarantee

Punch Marketing will offer free monthly account management services to Punch Marketing Google Adwords clients under the following conditions:

Conditions to be met

1. The client Google Adwords account, all subsequent campaigns and all campaign contents were set up from scratch by Punch Marketing after January 9th 2018.
2. Three months of account management has transpired since the Account, campaign and all subsequent data was set up
3. Total individual Campaign Click Through Rates (CTRs) as reported in Adwords by Google for Search Network are reported for the month at under 2%.
4. Total individual Campaign Click Through Rates (CTRs) as reported in Adwords by Google for Display Network are reported for the month at under 0.30%.
5. At the competition of the first three months, the CTR is measured according to the last 7 days of activity on the campaign prior to that date.
6. Once the campaign reaches the thresholds the service guarantee is no longer applicable and cannot be redeemed against that campaign again.
7. This service guarantee applies to Google Adwords Search and Display Networks only
8. If several campaigns exist, only the campaigns underperforming will receive the following month's management at no cost. If other campaigns are performing above the threshold management fees will be charged proportionately against these campaigns.
9. If the client requests updates to the account that Punch Marketing does not recommend, this removes the client service guarantee immediately and permanently.
10. If Google Adwords reporting notifies us that the allocated budget is not high enough to allow a campaign to reach the thresholds, the service guarantee cannot be applied / becomes null and void.
11. Punch Marketing reserves the right to update, change or remove this service offering at any time and without notice. No refunds or remunerations in lieu of cancellation of the program will be paid by Punch Marketing.