



Paddle Ads

Our Partnership

BUILDING A NEW REVENUE STREAM WITH PADDLE ADS

Our Mission

We love helping small businesses grow.

We provide some of the most affordable online ads services in the industry, without compromising on quality.

We provide streamlined results for our partners and clients.

When it comes to our partners we care about one thing;

Building a profitable long-term relationship for your team and ours.

Our expertise has helped thousands of small businesses grow their business and make a healthy profit from what we do. We have over 100+ glowing Google Reviews from our partners and clients alike.

We pride ourselves on streamlined processes and communication.

This makes it easy for our partners and their clients to see our results in an understandable way.

We achieve this by;

1. Having an automated App on all devices with **your branding**
2. Ensuring you maintain **complete control** of your clients' service
3. Providing you with our systems to make the communication between your team and Paddle Ads **extremely time-efficient**



Our Mission

We wanted to put our offering in one place so you have all of the information.

This guide will cover;

- Our Services
- Our White-labelling Expertise
- Our Streamlined Process
- Invoicing and Your New Revenue
- Your Branded Reporting App (with your business' logo)
- Your Partner Portal
- Onboarding a New Client (in three steps)
- Ads Plans and Changes
- Our Points of Difference
- This Opportunity

Want to see all of this in a short explainer video? Please visit:
www.paddleads.com/partners



Our Services

We offer three main services;



Google Ads
(AdWords)



Social Ads
(Facebook/Instagram)



LinkedIn Ads

All three of our services are separate services and are designed to pay for themselves independently. We work in three month (12 week) cycles. We either invoice our clients every three months, or every month if requested.

Our three services of **Google Ads**, **Social Ads** and **LinkedIn Ads** are separate and individual services.

Your client can activate one or multiple, and pause or resume at anytime.

Each campaign needs to pay for itself to be considered a success. When multiple services are running, the information we learn makes all of the client's services better.

Background Expertise

Our systems provide efficiency of communication between your team and ours.

This means that we will **never speak directly to your client**.

This allows your team to **maintain complete control** of communication with your client.

It's our highest priority that you have complete control and communication with your client at all times.

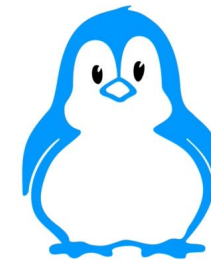
Everything that we deliver and provide is either unbranded, or branded with your logo. Our branding and presence is **never** seen by the client **under any circumstances**.



Your Clients

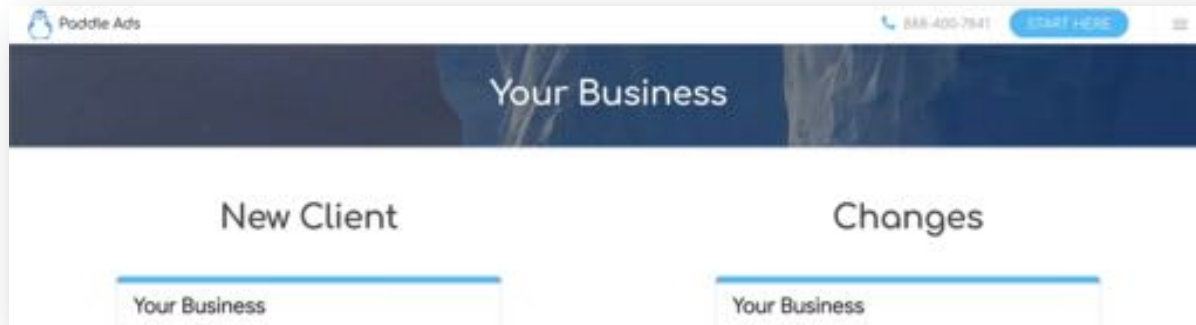


Your Team



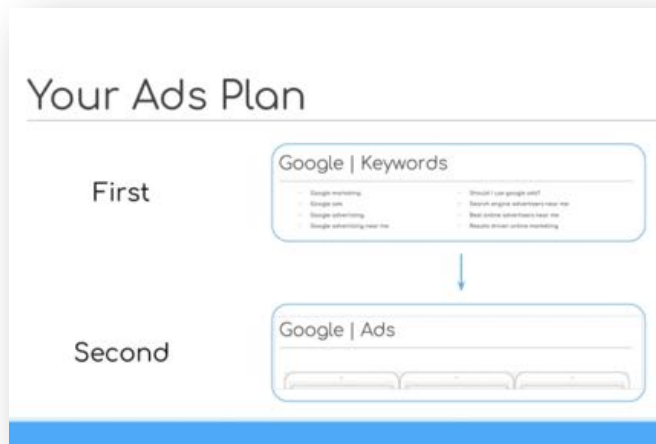
Our Team

Our Process



The efficiency of our white-label service is built on three core systems;

1. Your Partner Portal
2. The Ads Plans
3. The “Igloo” Reporting App



We’ve designed our system to minimize the time it takes for your team to communicate with ours.

All new clients, changes, invoicing and reporting are all processed through these three systems.

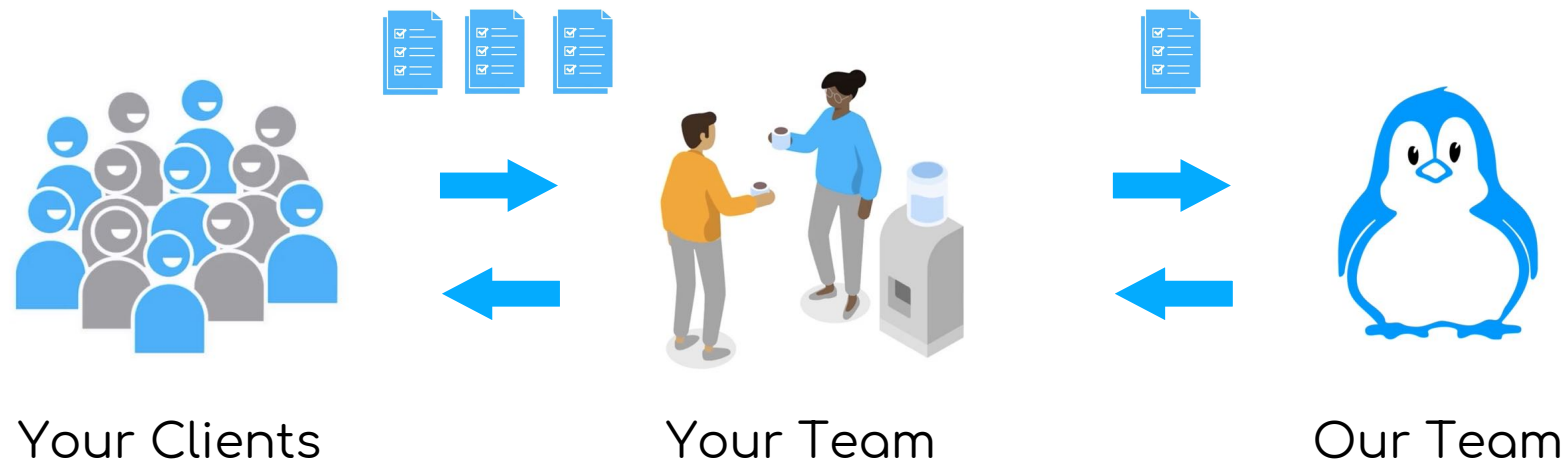
Invoicing and Your New Revenue

We'll invoice you when required at a frequency that suits you and your team to ensure a profitable long-term partnership between your business and Paddle Ads.

You invoice your client.
We invoice you.

You can choose to package your offering with ours or charge for our services separately, with a markup on our services for your team's time.

We'll always invoice you **our regular pricing**.
We are rarely familiar with the our partners' pricing structure.



Your Branded Reporting App

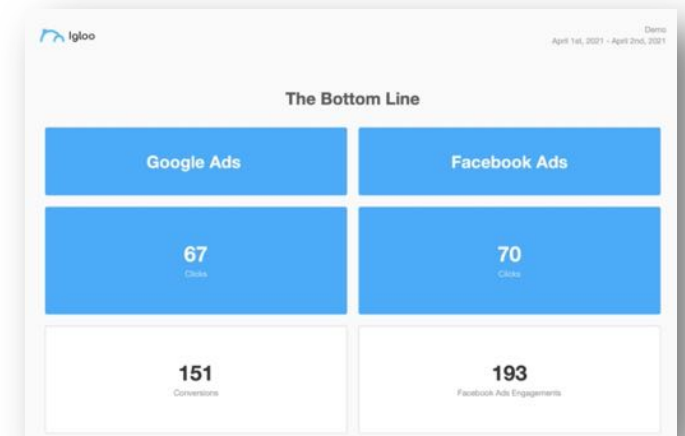
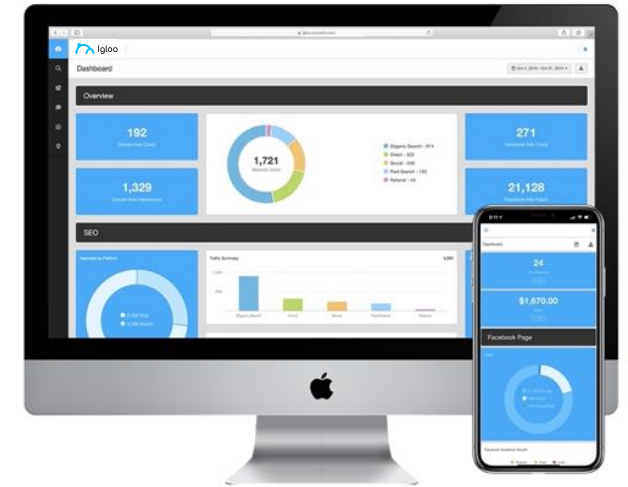
The Igloo Campaign Monitoring App allows you to monitor all of your clients' campaigns with a single login.

Your clients have individual logins to monitor their campaign live, 24/7.

The Igloo can track Google Ads (including call and conversion tracking), Google Analytics, Google MyBusiness, Facebook Ads, Instagram, LinkedIn Ads and much more. This allows any other services you may provide now or in the future to be a core part of what Igloo reports on.

The Igloo is **branded with your logo**. Our branding **does not exist** on our platforms.

The "Igloo" logo in the photos on the right will be replaced with **your branding and logo**.



Your Partner Portal

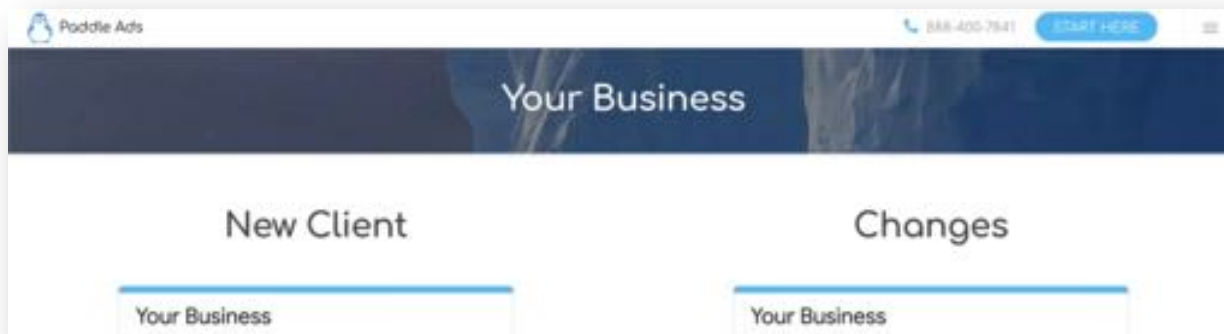
Our streamlined and dedicated **Partner Portal** allows you to:

1. Onboard a **New Client** with us
2. Submit **Changes** to an existing client's service

Managing and Changing an **Existing Client** is simple and easy. Add, change, or remove anything.

Visit your **Partner Portal** and fill in the **Changes** form and we'll make the changes as soon as possible.

Our team is always on standby for a phone call for technical support or any other questions, but this keeps everything in one place and makes sure all bases are covered.



Onboarding a Client

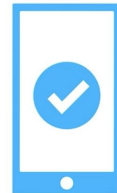
Onboarding a New Client takes three simple steps and keeps everything in one place.

1



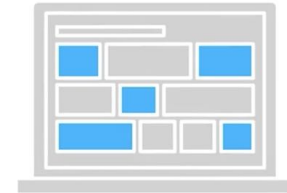
Visit your dedicated **Partner Portal** and fill out the **New Client Form**

2



Receive and settle the initial invoice

3



Receive client's streamlined ads plan within a few days. Review it with the client and let us know of any changes.

We've designed our ads plans to be easy to run through with your clients, while also delivering all information we need your approval for. No ads that we create are put online without your written approval.

Ads Plans and Changes

It's our policy that you approve **all ads before they go online**.

Every time that we create new ads we'll email you an ads plan for your approval.

Each ads plan will also contain the client's name and which ads service it's for, along with any notes from our ads managers for more information.

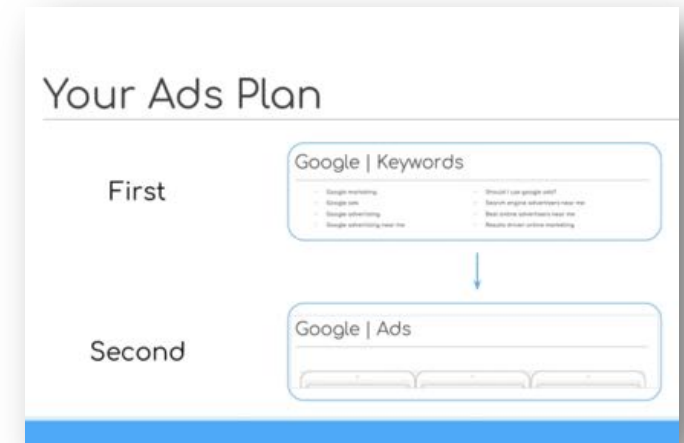
This will happen for both **New Clients** or **Existing Clients**.

Our initial ads plans are designed so that you can email the **New Client** and walk them through the ads plan over the phone, slide by slide. We've designed our plans to be simple and to the point.

Our ads plans are simplified to contain all of the copy or image 'options' that we have in the ads. The ad will then shuffle those options around during the campaign to figure out the best combinations of headlines, images and content automatically.

We'll **always** show you **all** of the content options.

To approve the ads to run, or change the ads, simply **reply to the email**.



Our Points of Difference

It's important to point out that;



- Our **main purpose** is to provide a constant revenue stream between your business and ours. We'll go to any lengths to make sure that you, your team, and your clients are happy with our service. If there's anything that we can do to improve or help please let us know **at any time**.
- We will **never** run ads without getting your written approval first. This is as simple as replying to an email. This allows you to maintain complete control of the campaign and ads that are running. You can make changes at anytime during any campaign through your **partner portal**.
- Our three services of **Google Ads, Social Ads and LinkedIn Ads** are separate and individual services. A client can start just one or multiple, and pause or resume at anytime. Each campaign needs to pay for itself to be considered a success. When multiple services are running, the information we learn makes all of the client's services better.
- We can run ads in any country!
- We're an **end-to-end** service. We'll research, write copy, create graphics and set up ads accounts if required. All we need is your approval or changes.

Thank You

We're excited to have the opportunity to work with you and your team to grow together.

Our team is here to help your team succeed. We pride ourselves on being flexible and accommodating our partner's needs. If there's anything that we can do to help make our relationship easier or more streamlined please let us know!

We look forward to working with you into the future. Thank you!

