

EVG (FellowshipLife, Inc.) + MedStar Media (Thrive Med Spa)

Multiple User Considerations & Responsibilities Within the Same Google Ads Account

1. Ad Account Conversion Setup

- MedStar Media will ensure all conversion tracking that is added does not compete with what EVG has set up for the various FellowshipLife Campaigns.
- MedStar Media will ensure all conversion optimization is set at the campaign level and not at the account level so as not to confuse Google's Algorithm when it comes to optimizing for different conversions. EVG will do the same.

2. Naming Conventions, Segmentation & Management

- MedStar Media will ensure campaigns & ad sets will use the agency name in the titles to avoid any confusion as to which campaigns belong to which agency and allow filtering for each analysis and reporting. EVG will do the same.
- Optimizations should only be made for the Thrive Med Spa at the campaign for ad group level. No account level optimizations that will affect EVG campaigns should be set.
- Any changes that are made to keywords, tracking or any other level that could affect the other agency needs to be communicated and approved prior to the change.
- Each agency will group keywords in a way that has minimal overlap across campaigns. EVG strongly recommends that:
 - No Med Spa keywords will include anything related to FellowshipLife campaign keywords, even as part of that keyword. "Independent, Senior, Assisted, Memory, etc.... that might trick Google into serving the wrong ad for a search that is inapplicable. EVG will do the same.
 - Additionally, we ask that you add all of our keywords as broad-match negatives to your campaign to ensure minimal to no overlap. EVG will do the same.
- If your keywords are niche-specific enough to your service line (unlike our keywords and campaigns), we would appreciate that you only use phrase-match keywords to avoid overlap and campaign competition for your campaigns.
- All branded keywords will be utilized by EVG in all campaigns, and MedStar will steer clear of branded keywords as to not create competition for FellowshipLife and artificially inflate the CPCs and ad-auction competition for FellowshipLife.

3. Billing, Budgets & Reporting

- Both agencies will be provided separate budgets and will group their campaigns to work towards individual budgets.
- Reporting will be segmented to include only the campaigns each agency actively works on and will not report on the other's campaign.
- All ad extensions/assets will need to be applied on a campaign or ad group level, not at the account level.
- Anything on an account level will need to be agreed upon by both agencies.

4. General Account Settings/Other Miscellaneous Changes

- Any changes on an account level that could affect EVG's current work that is outside of the scope of what is mentioned above should be defined and expressed in detail before changes are made and approved by EVG.