



Managed Click Fraud Detection Service Pricing

Clicklab pricing for managed click fraud detection service is based on the number of paid clicks analyzed per month.

Monthly clicks analyzed	Price per month	Additional clicks
20,000	\$300	\$15.00 CPM
50,000	\$600	\$12.00 CPM
100,000	\$950	\$9.50 CPM
500,000	\$3,500	\$7.00 CPM
1,000,000	\$5,000	\$5.00 CPM

For example, the cost to analyze 300,000 monthly clicks is calculated as follows:

$$\$950 + (300 - 100) * \$9.50 = \$2,850.$$

There is a one-time managed setup fee of **\$300**. It covers assistance with deployment, customization of the landing page URL tag parser, and adjustment of the scoring algorithm settings following 30 days after service activation.

Deployment involves the following three steps:

1. Insert Clicklab JavaScript page tags into all HTML pages of your website (usually this is accomplished by placing the tags into a common header or footer file shared by all pages)
2. Designate certain pages as actions, or conversions (ex. thank-you pages following contact form submission, order checkout, etc.)
3. Specify traffic source and keyword information by tagging the landing page URLs, such as [your-site.com/landing.html?source=google&kw=search+phrase](#) If your PPC campaigns have different landing page URL tags, we will customize our data parser to recognize the existing structure.

Certified click fraud audit statements are **\$200** per search engine.

SERVICE ORDER FORM

Client Information

Name and title:

Company and URL:

Address:

Contact phone:

Email:

Service Level

Choose your service level, list the website(s) where the service will be deployed, and include any special instructions:

Billing Information

Credit card billing allows us to keep our costs low and pass the savings on to you. For this reason, there is a 20% surcharge for issuing monthly invoices and processing check payments.

Credit card type Visa MasterCard

Name on the credit card _____

Credit card number _____

Expiration date _____

I accept Clicklab terms of service posted at <http://www.clicklab.com/company/terms-use.html>. I agree to make payments as described above in accordance with agreement governing the use of card.

Authorized signature _____

Name and title _____

Date _____

Please fax this page to 202-318-1408. Thank you.