



# SteadyBudget

*Changing the way pay-per-click analysts optimize monthly budgets.*

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 [steadybudget](https://twitter.com/steadybudget)

# What is 'PPC' advertising?

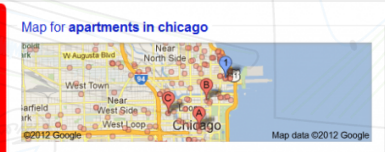
PPC = Pay Per Click

Ads related to apartments in chicago Why these ads?

**Apartment In Chicago | Rent.com**  
[www.rent.com/Chicago](http://www.rent.com/Chicago)  
Search **Apartment In Chicago** Real-time Listings & Availability.  
Pet Friendly Apartments Mobile Apps  
List Your Property Moving Center

**Apartment In Chicago - Free Local Apartment Search**  
[www.apartmentguide.com/](http://www.apartmentguide.com/)  
View floorplans and virtual tours!

**Apartment In Chicago | Apartments.com**  
[www.apartments.com/Chicago](http://www.apartments.com/Chicago)  
**Chicago Apartments** Starting At \$530. View Prices And Availability Now!



**Places for apartments near Chicago, IL**

**Fisher Building City Apartments**  
[www.villagreen.com](http://www.villagreen.com)  
5 Google reviews

**MDA City Apartments**  
[www.mdacityapartments.com](http://www.mdacityapartments.com)  
4 Google reviews

**Presidential Towers**  
[www.presidentialtowersapts.com](http://www.presidentialtowersapts.com)  
Score: 9 / 30 - 45 Google reviews

More results near Chicago, IL »

**Rent apartments - Luxury apartments - Low-income apartments - Furnished apartments - Loft apartments**  
Apartments near: **Lincoln Park - Wrigleyville - Downtown - Wicker Park - Loop**

**Search Apartment Rentals - Chicago Apartment Finders**  
[www.chicagoapartmentfinders.com/](http://www.chicagoapartmentfinders.com/)  
Search for your **Chicago IL rental apartment** ... **Chicago Apartment Finders** - Find **Apartment for Rent in Chicago** a free service call 1-888-FINDERS ...  
**Chicago Neighborhoods - Contact Us - Search Results - Lincoln Park**

**Chicago Apartments - Apartments for Rent in Chicago | Apartment ...**

A 343 South Dearborn Street  
Chicago  
(312) 913-1922

B 63 East Lake Street  
Chicago  
(312) 223-0977

C 555 West Madison Street  
Chicago  
(312) 982-2000

Ads - Why these ads?

**Luxury Downtown Living**  
[www.streetrplace.com/](http://www.streetrplace.com/)  
More Square Footage Than Other  
Downtown Luxury **Apartments!**  
1 355 East Ohio Street, Chicago, IL  
(312) 595-0355 - [Directions](#)

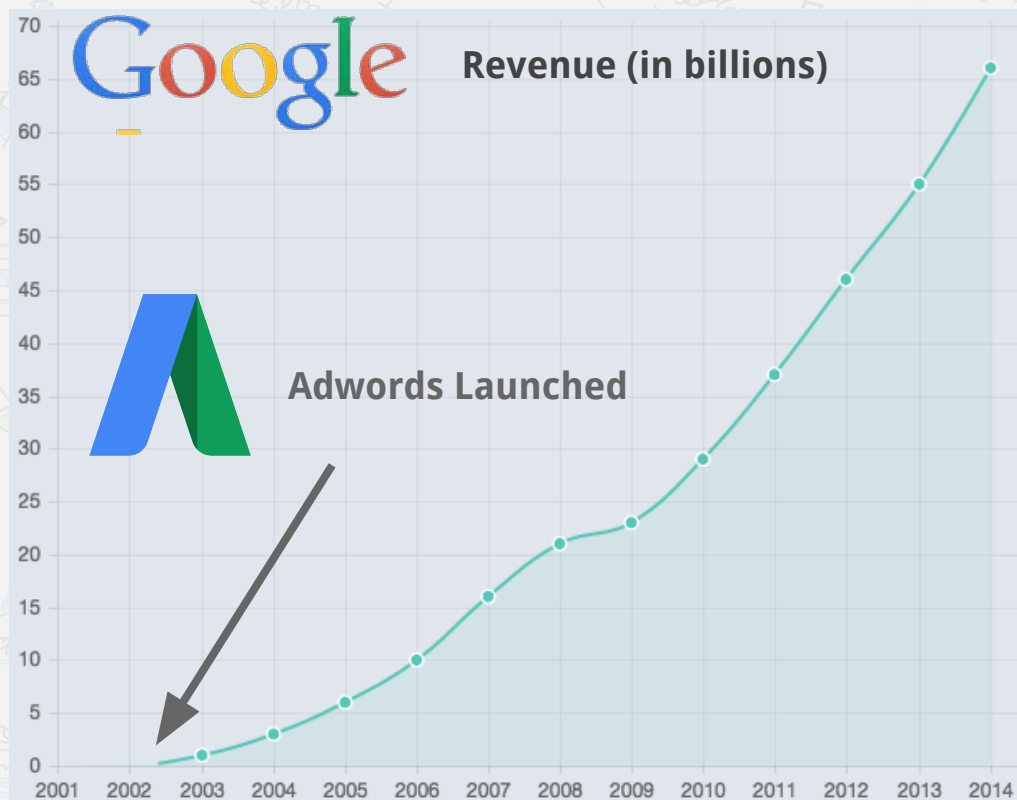
**Chicago Flats**  
[www.airbnb.com/Chicago](http://www.airbnb.com/Chicago)  
Unique Flats in **Chicago**  
Book Your Stay Now From \$25/night!

**Chicago Apartment Rentals**  
[chicago.rentshop.com/](http://chicago.rentshop.com/)  
Free list of **Chicago Apartments**  
Full landlord contact info, address

**Chicago Apartment Rentals**  
[www.1st-chicago-apartment-rentals.com/](http://www.1st-chicago-apartment-rentals.com/)  
1/2 Mo. Sec. Dep. & Great Specials!  
Call 888-381-0150 for Appointment

**Chicago Rental Agents**  
[www.fultonplace.com/](http://www.fultonplace.com/)  
Free Market Analysis, Maximize Rent  
Background Checks Lease Preparation  
1S, 2936 North Lincoln, Chicago, IL  
(773) 698-6648 - [Directions](#)

PPC ads in their most traditional form appear on the results page of a search engine like Google.



PPC also core revenue strategy for:



Digital is on track to replace TV as the largest advertising medium by 2018.

# The Growing Complexity of Online Advertising

Google stalks you to provide better ads.

Improved tracking leads to more options for advertisers.

More than ever ad dollars are spread over many platforms increasing complexity.

Google

bing

YAHOO!

facebook.

twitter





**Who creates the ads?**

# Our Customers: Digital Marketing Agencies

GEICO



Agency



Google

YAHOO!  
bing

GEICO.com - GEICO Car Insurance

Ad [www.geico.com/](http://www.geico.com/)

Top Grade Service. Low Prices. See How Much You Could Save Today!  
75+ Years of Savings · Free Quotes · 24/7 Service & Claims · Mobile App  
GEICO Insurance has 160,115 followers on Google+

Ad related to gecko

[GEICO - Car Insurance - GEICO could save you 15% or more.](#)

[www.GEICO.com](http://www.GEICO.com) Ad

GEICO could save you 15% or more. Get a free quote. It's quick & easy!

[Get a Quote](#)

[You Can Depend on GEICO](#)

[Why our Customers Love GEICO](#)

[Discounts](#)

[Changes in Your Life?](#)

[Get to Know the Gecko](#)



*Agencies can be in charge of spending millions of dollars a month on clients' behalf.*



# Analysts solve budget optimization problems today with...

*Tedious Manual Workflows in Excel*

|  |        |             |         |          |          |
|--|--------|-------------|---------|----------|----------|
| Campaign Report June 2012              |        |             |         |          |          |
| Search Network                         |        |             |         |          |          |
| Campaign                               | Clicks | Impressions | CTR     | Avg. CPC | Cost     |
| MBA - CA                               | 32     | 8795        | 0.36%   | 6.39     | 204.46   |
| MBA - UT                               | 4      | 1172        | 0.34%   | 13.93    | 55.71    |
| MBA - Medford                          | 1      | 45          | 2.22%   | 1.88     | 1.88     |
| MBA - Portland Metro                   | 59     | 1028        | 5.74%   | 6.78     | 399.87   |
| MBA - ID                               | 4      | 303         | 1.32%   | 11.16    | 44.65    |
| MBA - Eugene                           | 4      | 199         | 2.01%   | 11.12    | 44.48    |
| MBA - Portland                         | 88     | 3848        | 2.29%   | 5.36     | 471.52   |
| MBA - Bend                             | 0      | 99          | 0.00%   | 0        | 0        |
| MBA - WA                               | 18     | 2521        | 0.71%   | 4.68     | 84.19    |
| MBA - Ashland                          | 0      | 8           | 0.00%   | 0        | 0        |
| MBA - Salem                            | 4      | 100         | 4.00%   | 4.26     | 17.04    |
| Totals                                 | 214    | 18118       | 1.18%   | 6.19     | 1,323.80 |
| Content Network                        |        |             |         |          |          |
| Campaign                               | Clicks | Impressions | CTR     | Avg. CPC | Cost     |
| MBA - Salem - Content Network          | 7      | 33343       | 0.02%   | 3.57     | 25.01    |
| MBA - Portland Metro - Content Network | 31     | 143273      | 0.02%   | 2.81     | 86.98    |
| MBA - Portland - Content Network       | 27     | 211002      | 0.01%   | 2.82     | 76.1     |
| MBA - Bend - Content Network           | 3      | 1381        | 0.22%   | 3.07     | 9.21     |
| MBA - Medford - Content Network        | 2      | 17640       | 0.01%   | 2.09     | 4.18     |
| MBA - Ashland - Content Network        | 0      | 261         | 0.00%   | 0        | 0        |
| MBA - WA - Content Network             | 42     | 115992      | 0.04%   | 1.94     | 81.65    |
| MBA - CA - Content Network             | 70     | 130872      | 0.05%   | 1.36     | 95.35    |
| MBA - ID - Content Network             | 22     | 43131       | 0.05%   | 2.08     | 45.8     |
| MBA - UT - Content Network             | 31     | 68761       | 0.05%   | 1.61     | 49.79    |
| MBA - Eugene - Content Network         | 14     | 89104       | 0.02%   | 2.61     | 36.48    |
| Totals                                 | 249    | 854560      | 0.03%   | 2.05     | 510.55   |
| MSN/Yahoo                              |        |             |         |          |          |
| Search Network                         |        |             |         |          |          |
| Campaign                               | Clicks | Impressions | CTR (%) | Avg. CPC | Spend    |
| MBA - CA                               | 47     | 6,081       | 0.77    | 5.05     | 237.25   |
| MBA - UT                               | 23     | 772         | 2.98    | 3.36     | 77.17    |
| MBA - WA                               | 11     | 1,427       | 0.77    | 5.42     | 59.57    |
| MBA - Eugene                           | 6      | 87          | 6.9     | 7.05     | 42.29    |
| MBA - Portland Metro                   | 14     | 271         | 5.17    | 2.41     | 33.7     |
| MBA - ID                               | 12     | 369         | 3.25    | 2.47     | 29.65    |
| MBA - Portland                         | 6      | 238         | 2.52    | 3.29     | 19.75    |
| MBA - Salem                            | 2      | 80          | 2.5     | 8        | 15.99    |
| MBA - Bend                             | 2      | 22          | 9.09    | 1.92     | 3.84     |
| MBA - Ashland                          | 0      | 3           | 0       | 0        | 0        |
| MBA - Medford                          | 0      | 33          | 0       | 0        | 0        |
| Total                                  | 123    | 9383        | 1.31%   | \$4.22   | 519.21   |

*Expensive Software*

or...

**Marin**  
SOFTWARE

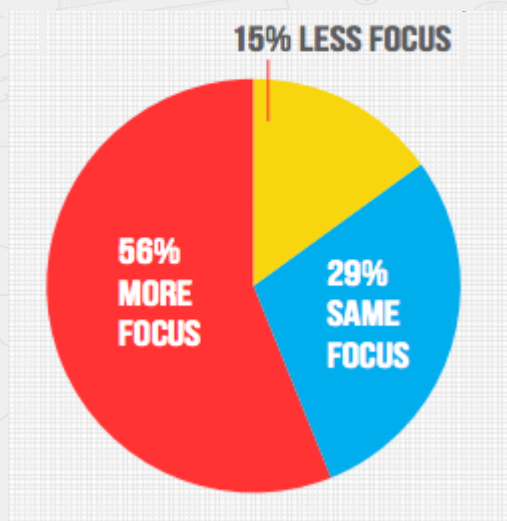
 **KENSHOO**

*Free*

*\$10,000+/mo*

# Agencies Seek Software Solutions

56% of PPC digital marketers will put more focus on automation software in 2015.



**Lots of PPC Clients = Lots of Challenges**

# Key Team Members

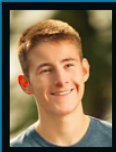


Jon **Davis**

CEO



PPC analyst for 7 years, leads product vision, sales and customer service.



Chris **Vlessis**

CTO



Full stack developer with experience building large scale marketing platforms using Google and Bing data.

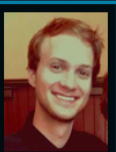


David **Teofilovic**

Senior Developer



Expert in html, php, jquery, mySQL, javascript and more.

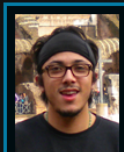


Dominic **Albano**

Chief Design Officer



Designer and user experience expert.



Dominique **Catabay**

Financial Manager



Focused on marketing, sales and financials.

# SteadyBudget



**Automatically syncs Google Adwords and BingAds data.**  
*Saves analysts time.*



**Generates email alerts and projections.**  
*Tools for analysts to ensure spend is on track and optimized.*



**Easily view current data on all client accounts in one place.**  
*Increases productivity and provides peace of mind for analysts.*



**Collaborative management works great for large agencies.**  
*Boosts efficiency and helps agencies scale.*





Analysts can easily scan hundreds of budgets.

### Berkshire Property Advisors ⚙

Aspen Grove

\$1,093.05

Aura Prestonwood

\$692.56

Avenue 25

\$690.25

Berkshire Soco

\$1,409.43

Cameron Village

\$1,129.77

Cielo



Provides analysts email alerts and projections.

## Berkshire Property Advisors

⚙️ **Crescent Terminus**

Select Another Client

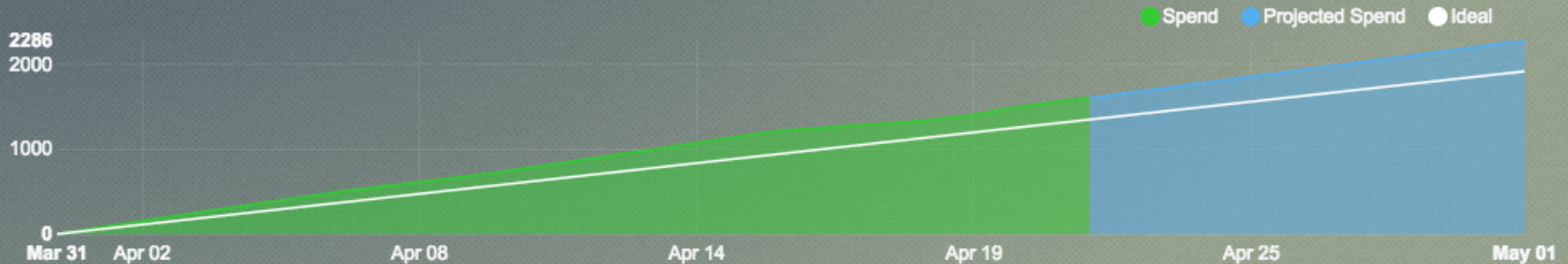
Budget: Crescent Terminus

🕒 Updated 1 hour and 57 minutes ago

\$1,608.02 (83.6%) spent

\$1,923.00 budget [\(edit\)](#)

📊 Suggested Daily Budget: \$35.00







Analysts can act on data and push edits to platforms.

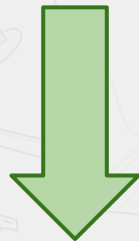
| Tracking 4 campaigns                               |          |          |        |                           |
|--|----------|----------|--------|---------------------------|
| Campaign Name                                      | Spend    | Platform | Status | Daily Budget              |
| Austin - Berkshire Soco Nationwide - All Ad Groups | \$659.42 | Google   | Active | \$40.00 <a href="#">🔗</a> |
| Austin - Berkshire Soco Nationwide - Apts 1        | \$447.52 | Google   | Active | \$20.00 <a href="#">🔗</a> |
| Austin - Berkshire Soco Local - Apts 1             | \$201.76 | Google   | Paused | \$20.00 <a href="#">🔗</a> |
| Austin - Berkshire Soco Local - All Ad Groups      | \$104.06 | Google   | Active | \$40.00 <a href="#">🔗</a> |
| <a href="#">+ Add Campaigns</a>                    |          |          |        |                           |

# Client Traction

- 35+ PPC agencies actively using the app
- \$4,400,000+ in monthly ad spend under management
- 15,000+ campaigns tracking
- 1,500+ budgets created
- Customers committed to “Premium” version - May 2015

# Milestones

Our Most Important Metric



**Monthly  
Ad Spend  
Under  
Mgmt**

**Oct 1, 2014**  
Public free app is  
launched.

**Dec**  
\$1,000,000+ monthly ad  
spend under mgmt

**Jan**  
25+ PPC agencies  
actively using app

**Apr**

\$4.4 mil

\$2.8 mil

\$1.4 mil



*Days Since Launch*

# Business Model

Launching 'Premium' Version May 2015

\$

*Tiered SaaS pricing Tied to Monthly Managed Ad Spend*

Multiple agencies signed to become premium customers (\$1,500+ MRR).

*Launching May 2015*



# Pricing Details

Total Spend  
up to

\$25,000 / month

**\$50** / month

Get Started →

Total Spend  
between

\$25,000 - \$125,000 / month

**\$250** / month

Get Started →

Total Spend  
between

\$125,000 - \$250,000 / month

**\$500** / month

Get Started →

Total Spend  
between

\$250,000 - \$375,000 / month

**\$750** / month

Get Started →

Total Spend  
between

\$375,000 - \$500,000 / month

**\$1,000** / month

Get Started →

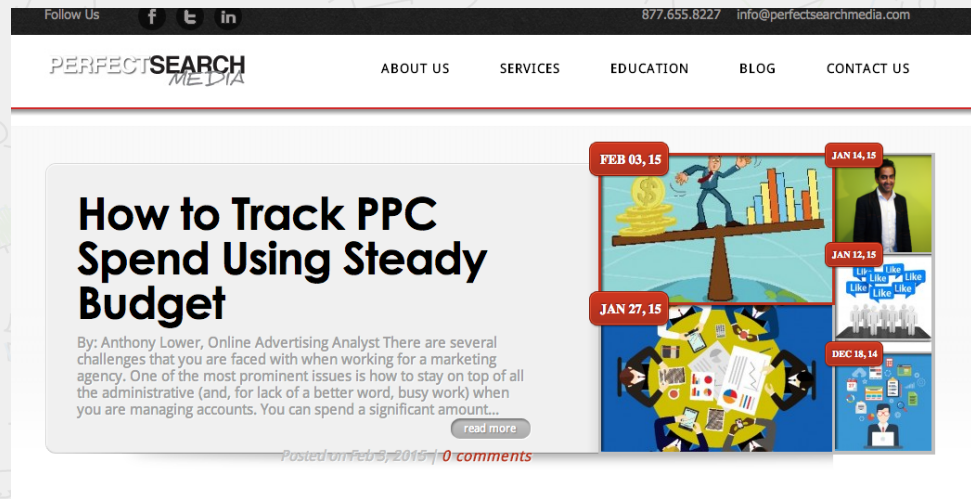
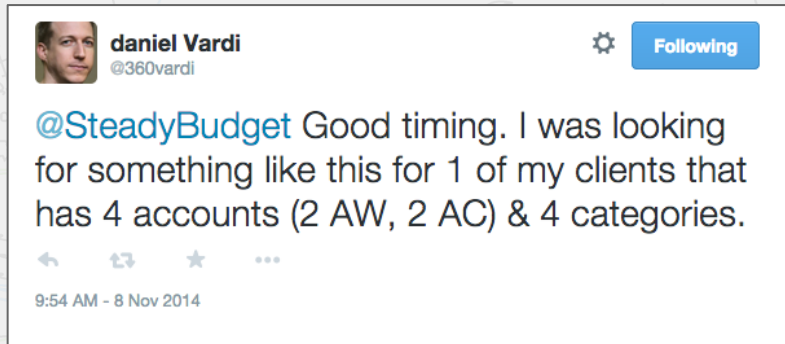
Total Spend  
between


\$500,000 - \$750,000 / month

**\$1,500** / month

Get Started →

# Reactions on Twitter and blogs...



"  **SteadyBudget** is the best tool that I have at my disposal for a view of how budgets in my account are spending. **I no longer need to use spreadsheets for spend tracking and forecasting.**"

Tony Griego, PPC analyst



# Guiding Principles



**Make an app people want.**  
(product)



**Create awareness about the app.**  
(sales/marketing)



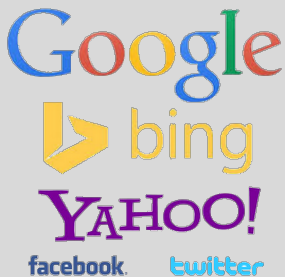
# Competitive Landscape



Management  
Platforms



Budget  
Performance  
Management



Excel



Google Analytics

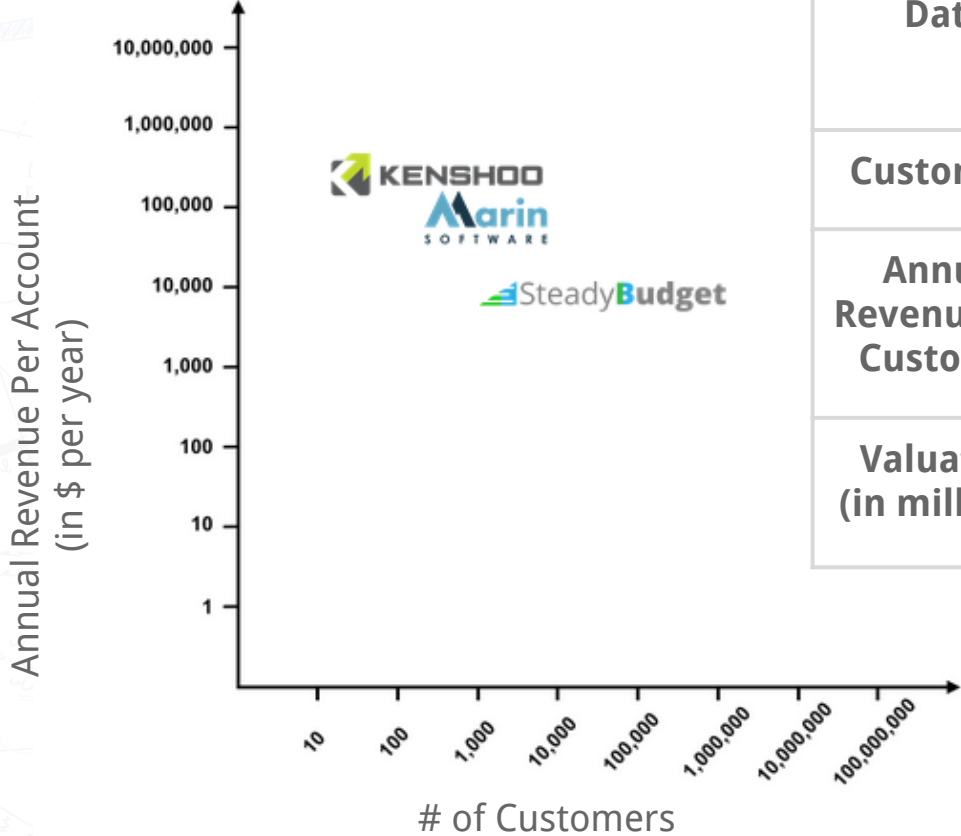
Manual  
Workflows






Optimization  
Tools



# Path to \$100 Million in Annual Revenue



|                             |  KENSHOO |  Marin<br>SOFTWARE |  SteadyBudget |
|-----------------------------|--|--|---|
| Date                        | Q1 2015  | Q1 2015  | Q3 2020   |
| Customers                   | ~550   | ~825   | 5,000+  |
| Annual Revenue per Customer | ~\$150K  | ~\$105K  | ~\$20K  |
| Valuation (in millions)     | ~\$300-\$500   | ~\$250-\$350   | ?   |





*Pay-Per-Click Advertising Budget Performance Management*

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🐦 [steadybudget](#)