

Tiered Service Levels

Effective, efficient and scale-able media management heavily influences Roche Diabetes Care's ability to win in our key markets. Challenges in market dynamics makes it necessary to have greater strategic focus. We must align finite resources to market potential. It is in the best interests of Roche affiliates and our external partners to operate in a sustainable and business focused manner. With the market segmentation work, we now have some clear strategy in terms of priority countries. We are implementing a tiered service structure to better align what we do to win in those markets and spend levels.



Minimums	\$1,500 USD per month per channel; 3 month minimum (\$4,500)	\$2,000 USD per month per channel; 3 month minimum (\$6,000)	\$3,000 USD per month per channel; 3 month minimum (\$9,000)
Channels	<ul style="list-style-type: none"> Google Search Google Universal App Campaign (UAC) Facebook / Instagram <p>* Additional budget required if you plan to run more than one channel</p>	<ul style="list-style-type: none"> Google Search Google UAC Facebook / Instagram <p>* Additional budget required if you plan to run more than one channel</p>	<ul style="list-style-type: none"> All Google Channels Microsoft/Bing Search Facebook / Instagram Other platforms may be considered if budget is over \$100k, Quora, Verizon, Pulsepoint considered other platforms
Ad Types	<ul style="list-style-type: none"> Expanded Text ads 1 set of ad extensions Image ads (Facebook/Instagram) 	<ul style="list-style-type: none"> Expanded Text ads Responsive Search ads UAC Display Ad Image ads (Facebook/Instagram) Video ads (Facebook/Instagram) 	All available
Creative Services	Creative must be provided by affiliate	Creative Development up to 3 hours a month / 1 revision	Creative Development up to 5 hours a month / 2 revisions
Standard email response time:	3 business days	2 business days	1 business day
Reporting	Monthly Excel Report	Monthly Excel Report	Google Data Studio visualization dashboard
Languages	1	2 (note - extra budget per channel required for additional languages)	Multiple (note - extra budget per channel required for additional languages)
Optimizations	Monthly Search Query Reviews, Pacing	Monthly Search Query Reviews, Ad Testing, Pacing	Audits, Monthly Search Query Reviews, Ad testing, Competitor Analytics, Pacing