



Billable Actions

ROI Tracker

Item	Billable Actions
1 Click	= 1 Action

A click is counted when a visitor lands on your website. Page views are not counted as clicks and are not billed, or reported. Page views are visits to other pages of your site.

Bid Director

Item	Billable Actions
Bid Review	= 1 Action per keyword
Bid Update for YSM, Kanoodle, Miva	= 1 Action per keyword
Bid Update for Google Adwords	= 5 Actions per keyword

A Bid Review is when KeywordMax checks your keyword to determine the current bid and rank. You can control the frequency of Bid Reviews through the Bid Rules – please see the Bid Director Product Guide.

A Bid Update is when your keyword requires a bid change, is paused, or is unpaused according to the rules that you set using the Bid Rules – please see the Bid Director Product Guide.

Ad Management Panel – Manage Campaigns

Item	Billable Actions: Adwords	Billable Actions: YSM and Other Engines
Add New Creative	= 125 Actions per creative	= 1 Action per creative
Add new Campaign	= 1 Action per campaign	= 1 Action per campaign
Add new adgroup	= 1 Action per adgroup	= 1 Action per adgroup
Add new keyword	= 25 Actions per keyword	= 1 Action per keyword
Update existing creative	= 125 Actions per creative	= 1 Action per creative
Update existing campaign	= 1 Action per campaign	= 1 Action per campaign
Update existing adgroup	= 5 Actions per adgroup	= 1 Action per adgroup
Update existing keyword	= 5 Actions per keyword	= 1 Action per keyword
delete existing adgroup	= 5 Actions per adgroup	= 1 Action per adgroup
delete existing campaign	= 1 Action per campaign	= 1 Action per campaign
delete existing creative	= 1 Action per creative	= 1 Action per creative
delete existing keyword	= 1 Action per keyword	= 1 Action per keyword

** The Above Rates Are Subject To Change in Accordance with the KeywordMax Terms of Service Agreement.