

# We want performance — together.

We build your acquisition system once. After that you pay **per qualified lead** — not per click, not per hour, not for reach.

## WHAT YOU PAY, AND WHEN

The **media budget is not included in any of these items** — it runs through your own advertising account and is billed to you directly by each platform.

|                                                                                                                                                                                                           |                                                                                                                                                                                                |                                                                                                                                                                                                                |
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| <div>Stage 01 — one-off</div> <div>Setup</div> <div>9,000 €</div> <div>2,000 € on signing, 7,000 € when the campaigns go live. Landing pages, campaign structure, tracking, SEO and GEO foundation.</div> | <div>Stage 02 — monthly</div> <div>Operation</div> <div>900 €</div> <div>Management, weekly optimisation, reporting and access to the management board. Independent of the media budget.</div> | <div>Stage 03 — on results</div> <div>Performance</div> <div>per lead</div> <div>A fixed price per qualified lead, derived from what a customer is worth in your trade. No lead, no line on the invoice.</div> |
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## INCLUDED IN THE SETUP

|                                                                                       |                                                                                                |
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| ■ <b>Landing pages</b> — one page per service, not one page for everything            | ■ <b>Google Ads</b> — search campaigns on buying intent, not on reach                          |
| ■ <b>Bing Ads</b> — a second search channel with noticeably lower click prices in B2B | ■ <b>LinkedIn Ads</b> — targeting by role, industry and company size instead of by search term |
| ■ <b>Meta Ads</b> — optional, where the service can be explained visually             | ■ <b>SEO foundation</b> — technical basis and content that keeps working without budget        |
| ■ <b>GEO</b> — visibility inside AI answers: structured data and citable content      | ■ <b>Conversion tracking</b> — every lead traceable back to the ad that produced it            |

## FOUR CHANNELS, THREE KINDS OF DEMAND

| CHANNEL                                            | WHO IT REACHES             | ROLE IN THE SYSTEM                                                                                        |
|----------------------------------------------------|----------------------------|-----------------------------------------------------------------------------------------------------------|
| <b>Google &amp; Bing Ads</b><br>Search advertising | People searching right now | Carries the bulk of the leads. Bing costs considerably less per click and is ignored by many competitors. |

| CHANNEL                                     | WHO IT REACHES                            | ROLE IN THE SYSTEM                                                                                                                       |
|---------------------------------------------|-------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|
| <b>LinkedIn Ads</b><br>Audience advertising | People not searching yet, but deciding    | Targeting by role and industry — for services whose need the decision-maker is not yet aware of.                                         |
| <b>SEO</b><br>Classic search                | People who search but skip the ads        | Brings enquiries when the ad budget is paused — and stays yours.                                                                         |
| <b>GEO</b><br>Answer engines                | People who ask an AI instead of searching | More and more prospects read only the answer and never click a search result. If you are not cited there, you do not exist on that path. |

WHAT YOU ALSO COMMISSION: PLATFORM AND NETWORK

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
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| <div><p>THE PLATFORM</p><p><b>Everything in one place, not across five tools</b></p><p>Landing pages, campaign data, leads and reports come together on our own platform. You sign in at one place and see what your advertising cost and what it produced — without assembling spreadsheets and without waiting for a monthly summary.</p><ul style="list-style-type: none"><li>– Management board with leads, cost and channels in one view</li><li>– <b>Daily report</b> on ad performance, leads, clicks and cost — not only at month end</li><li>– Landing pages are built, edited and published there</li><li>– <b>GDPR-compliant across all components</b> — landing pages, tracking, board and reports; data processing agreement included</li><li>– Availability target 99.9 %, monitored and visible in the board</li></ul></div> | <div><p>THE NETWORK</p><p><b>Specialists rather than one generalist — coordinated from one place</b></p><p>There is no single person behind your account doing everything on the side. We work with a network built up over years — every channel and every discipline looked after by someone who has done exactly that for years. It is held together by a global management and sales function that aligns channels, markets and budgets.</p><ul style="list-style-type: none"><li>– Global management and sales as the coordinating function across all channels</li><li>– The AI side supported at university level — up to and including a professorship</li><li>– Separate specialists for Google, Bing, LinkedIn and Meta</li><li>– SEO and GEO as their own discipline, not a side task of ad management</li><li>– Support in German, English, Spanish and French</li><li>– One dedicated account manager brings it together into a single contact for you</li></ul></div> |
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WHERE AI ACTUALLY DOES THE WORK

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| <ul style="list-style-type: none"><li>■ <b>Ad copy under constant test</b> — variants are generated, served and eliminated by cost per lead, not by taste</li></ul> | <ul style="list-style-type: none"><li>■ <b>Landing page variants</b> — one fitting message per keyword group instead of one page for everyone</li></ul>                     |
| <ul style="list-style-type: none"><li>■ <b>Lead pre-qualification</b> — enquiries are checked and sorted before they reach your inbox</li></ul>                     | <ul style="list-style-type: none"><li>■ <b>Anomalies in the account</b> — rising lead costs and collapsing keywords are flagged, not discovered later in a report</li></ul> |
| <ul style="list-style-type: none"><li>■ <b>Content for SEO and GEO</b> — drafts are produced by machine, the expert sign-off stays with people</li></ul>            | <ul style="list-style-type: none"><li>■ <b>Reporting</b> — the numbers assemble themselves, the interpretation is written by your account manager</li></ul>                 |

LEAD PRICE BY TRADE — THREE EXAMPLES

There is no price list. The lead price follows what a won customer is worth to you — which is why these examples sit a multiple apart.

| TRADE (EXAMPLE)                                                   | PRICE PER LEAD       | WHY THIS PRICE                                                                                                                             |
|-------------------------------------------------------------------|----------------------|--------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Plant engineering</b><br>Machinery and plant, project business | <b>up to 5,000 €</b> | A single project moves six- to seven-figure sums. There are few serious enquiries per year — each one justifies a four-figure lead price.  |
| <b>IT services</b><br>Managed services, IT flat rate              | <b>700 €</b>         | A contract won pays for years. The lead price can sit accordingly high.                                                                    |
| <b>Local services</b><br>Trades and on-site services              | <b>80 €</b>          | A single job in the low three-figure range, often seasonal. The lead price follows the order value — it can only ever be a fraction of it. |

**How your price is derived:** average order value × your close rate gives what an enquiry is worth on average. The lead price is an agreed share of that — so a margin always remains with you. It is derived before the contract is signed, put in writing, and is not up for negotiation during the engagement.

WHAT COUNTS AS A LEAD — JUDGED TOGETHER

### Your account manager goes through the leads with you

You have one dedicated contact who knows your trade. Once a week we look at the leads together. This is not an audit, it is a conversation — we want to know which enquiries turned into work for you, because that determines where we steer the budget.

The shared yardstick is this. A lead is a contact who

1. came through one of our landing pages or ads — by form or by phone,
2. left a name and a reachable phone number or email address,
3. asks about a service you actually offer, within your catchment area,
4. and is neither a duplicate nor an obvious spam or test enquiry.

We settle borderline cases in the weekly call, not by filling in a form. Where we cannot agree, the lead is not charged — one disputed item is not worth the working relationship.

WHAT WE NEED FROM YOUR SIDE

MEDIA BUDGET

**400 € / day**

Minimum. It runs through your own advertising account — you see every euro and you keep the accounts, including afterwards. More budget means more leads, not better ones.

TERM

**6 months**

Build-up time. Search campaigns, SEO and GEO need volume before they get cheaper — below that we are measuring noise.

RESPONSE TIME

**< 24 h**

A lead left lying for two days is lost. Whoever calls back quickly gets more out of the same budget.

ONE MONTH, CALCULATED OPENLY

Calculated with the **minimum daily budget of 400 €** and an IT service provider. The number of leads is the one item nobody can promise in advance — it is an assumption here, replaced in your offer by the estimate for your trade.

|                                                                                                                                                                                                                                                                                                                                                                                                                   |                 |
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| Media budget (your account, 30 days at 400 €)                                                                                                                                                                                                                                                                                                                                                                     | 12,000 €        |
| Operation, management and reporting                                                                                                                                                                                                                                                                                                                                                                               | 900 €           |
| Leads (assumption: 20 × 700 €)                                                                                                                                                                                                                                                                                                                                                                                    | 14,000 €        |
| <b>Total for the month</b>                                                                                                                                                                                                                                                                                                                                                                                        | <b>26,900 €</b> |
| Your real cost in this example is 1,345 € per lead, media and operation included. Whether that works for you comes down to a single figure: the margin on a job won, multiplied by your close rate. If it sits above, the model pays. If it sits below, we tell you in the first conversation and not in month four. With a larger budget this share drops, because operation and setup spread across more leads. |                 |

FOR COMPARISON: THE SAME WORK IN-HOUSE

The figure above looks large as long as it stands alone. It should be measured against what building this in-house costs — and against how many disciplines a single position can realistically cover.

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| <p><b>BUILD IN-HOUSE</b></p> <p><b>One position, several building sites</b></p> <ul style="list-style-type: none"><li>– <b>roughly 6,000 to 7,000 € per month</b> for one performance marketing specialist — salary plus employer contributions, typical for the German market and varying by region and experience</li><li>– In practice covers one or two channels properly, not Google, Bing, LinkedIn, Meta, SEO and GEO at once</li><li>– Tools, training, holiday, sick leave and onboarding come on top</li><li>– When the person leaves, the knowledge leaves with them</li></ul> | <p><b>WITH US</b></p> <p><b>One team, one fixed amount</b></p> <ul style="list-style-type: none"><li>– <b>900 € per month</b> for management, optimisation and reporting across all channels</li><li>– One person per channel who has done exactly that for years — not a generalist getting up to speed</li><li>– Tools, platform and board are included</li><li>– The larger part of the cost only arises once a lead is there</li></ul> |
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This comparison covers the work on the campaigns only. **The media budget applies in both cases** — whether managed in-house or by us, the ads cost the same. So what is being compared is 900 € of management against a salary, not 26,900 € against a salary.

HOW IT IS MANAGED AND REPORTED

|                                                                                                             |                                                                                                                                 |
|-------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|
| ■ <b>Dedicated account manager</b> — one contact who knows your trade, instead of shifting responsibilities | ■ <b>Support in four languages</b> — German, English, Spanish and French; campaigns in those markets are run by native speakers |
| ■ <b>Weekly lead review</b> — leads, closings and next steps go through together every week                 | ■ <b>Specialists per channel</b> — Google, Bing, LinkedIn and Meta are not run by the same person on the side                   |
| ■ <b>Weekly optimisation</b> — keywords, ads and pages, not just shifting budget around                     |                                                                                                                                 |

Getting enquiries is one half. Being able to handle them without hiring is the other. The same people who run your campaigns will build the machinery behind them if you want it — bookable separately, independent of the lead model.

- **GEO — search optimisation for language models** — being visible when ChatGPT, Perplexity or Google AI Overviews answer your customer's question, not only in the classic results list
- **Website with an AI chatbot** — answers standard questions around the clock, pre-qualifies, and hands over to a person as soon as it gets specific
- **Automated sales journeys** — AI agents take enquiries, follow up and book appointments; on the phone rather than by form, if that suits your customers
- **Operations automation** — quotes, invoices, scheduling and data handovers between your systems, so more enquiries do not mean more admin

For small and mid-sized firms this is rarely about large AI projects. It is about two or three points in the working day where time is lost. We look at those points — and we will also tell you when automating them would not pay for itself.

WHO WE ARE

### A freelance network, not an agency apparatus

Behind dabrock.ai stands a network of independent specialists built up over years — each with one field, coordinated by a shared management and sales function. No office tower, no floors, no overhead your budget has to carry. That is why the people working on your account are the ones who can do it, rather than the ones who happen to be free.

This year a startup financier is backing the further build-up; the Spanish company (S.L.) is in formation. Until then the freelance network invoices in the name of Michael Dabrock. We put that here because you should know it before you release a five-figure amount — and not when the first invoice arrives.

**Check us out:** our specialists are not placeholders on an org chart, they are people with names and track records. Look us up on LinkedIn — the starting point is [linkedin.com/in/michaeldabrock](https://www.linkedin.com/in/michaeldabrock), and from there you reach the colleagues who would work on your account.

**You are not buying clicks. You are buying enquiries from people looking for exactly what you offer.**

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