



Pricing Deck



Hello!

Thank you for downloading our pricing deck.

As you may have seen, our website sets out our service offering with focus on growth and performance and this document will outline our pricing models.

We look forward to discussing your needs further and answering any questions you may have.

Stefan Neumans | CEO

About W3 Lab

We've been providing top-of-the-line web development, digital marketing and digital design services to businesses and multinational companies since 2016.

Our team of 25 digital experts, renowned for their industry-leading work, generated over £145 million in revenue for our clients in 2022!



We specialise in full-scale digital transformations, helping companies with:



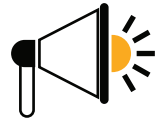
Design

Bespoke design solutions that perfectly capture the essence and identity of your business.



Development

Effective, powerful solutions built to adapt and grow with your business.



Marketing

Supercharge your online presence with bespoke digital strategies that drive growth.

Our Clients Include

ATIProject

SINCLAIR

BE STRONG[®]
HEALTHIER. STRONGER. HAPPIER.

mts d.o.o.

CENTRAL
PARK
TOWERS AT DFC

coreshare

STORY

total TV

gogoprint

Our clients are businesses and organizations of all sizes, spanning various industries.

As a digital marketing agency, we partner with our clients to help them achieve their marketing goals through innovative digital strategies.

Our client relationships are built on trust, collaboration, and a shared commitment to driving measurable results.



Design

Web Design & UX

- Bespoke quotes depending on your specific requirements
- Our design team has a combined experience of over 55 years.

UX audit, report and recommendations from:

£1,500

Accessibility audit, report and recommendations from:

£1,500



Development

Custom Web Development

- We specialise in WordPress and custom website builds
- Custom quotes depending on your specific requirements
- 10+ senior team of developers
- Discovery workshops available to pinpoint the exact solution you need

WordPress websites:

**From
£1,500**

Custom and more complex websites:

**From
£3,500**



Existing System Support

- Retainers typically snap over a 6-month period, with a break clause available at the 3-month mark.
- Our web development retainers begin with a 15-hour package, providing flexible support for all your website development needs.
- All retainers include regular maintenance and security updates.

Web Development
consultancy from:

£100
/month

Web Development retainers
from:

£300*
/month

* includes 10 hours of additional development work per month



SEO and Content Marketing

- Retainers typically span over a 6-month period, with a break clause available at the 3-month mark.
- Exact quotes will be based on your unique requirements, goals and industry.

SEO retainers from:

£1,200
/month

SEO audits from:

£1,000
/month

E-Mail marketing retainers
from:

£1,050
/month

Marketing Consultancy
from:

£1,000
/month



Marketing

Paid Search & Paid Social

Our Paid Media retainers use a tiered management fee structure which scales based on your minimum monthly ad spend. This enables our clients to flexibly increase or decrease ad spend in-line with seasonality or business changes.

We also provide a tailored quote for accounts requiring bespoke support. All new retainers are subject to a one-off setup fee of £750.

Monthly Ad Spend	Paid Search Monthly Fee	Paid Social Monthly Fee
Up to £10,000	£750 or 15% of spend, whichever is higher	£850 or 15% of spend, whichever is higher
£10,001 - £20,000	£1,300 or 12% of spend, whichever is higher	£1,500 or 12% of spend, whichever is higher
Over £20,000	£2,100 or 10% of spend, whichever is higher	£2,100 or 10% of spend, whichever is higher

Case Studies

Explore our work

Zero to ecommerce hero in 8 months

Services: Paid search & Paid Social
Industry: Luxury gifts

- Full PPC build - Started from 0 and generating 40k EUR/month in just 8 months
- Paid off the entire year of investment in digital marketing in just 56 days



↑6.4%
 Ecommerce conversion rate

↑€180k
 Revenue in 8 months - more than double our target

↑819%
 ROAS across paid media campaigns

↑61%
 Market Share

One of the world's premier private jet rental

Services: Web dev, Paid Search & SEO
Industry: Private jet rental

- Built custom website, scheduling and management apps that streamlined the whole reservation experience.
- Generated significant growth through combined SEO and PPC efforts in very competitive industry.



↑15%

Of Orders Placed Through Portal Within 30 Days of Launch

↑41.1%

Market share increase in paid

↑25%

Reduction In Time-To-Order for One+All Customers

↑170%

Increase in users (2020 vs. 2022)

Largest limousine service in Switzerland

Services: Paid search and SEO
Industry: Luxury Limousine Rentals

- Combined PPC and SEO efforts drove results even during the pandemic
- Grew into leading limousine service in Switzerland for the last 4 years



↑ **466%**
 Increase in organic revenue (2022 vs 2018)

↑ **14**
 Top Ranked Keywords (non-brand)

↑ **308%**
 Increase in conversion rate

↑ **4.2x**
 Decrease in cost per lead

The biggest printing company in Southeast Asia

Services: Paid Search
Industry: Print and Print-on-demand

- Entirely reworked existing PPC infrastructure including several underperforming website segments critical for Google Ads.
- Created an advanced infrastructure able to effectively support marketing from multiple channels.



↑ **31%**
 Monthly revenue growth
 in 2022 from paid search

↑ **\$250k+**
 Budget spend
 managed

↑ **42%**
 Market share increase in
 SEA region

↑ **23%**
 Lifetime Value
 increase

Telecommunication company and an industry leader

Services: Full Stack Marketing
Industry: Telecommunications provider

- Combination of PPC campaigns, SEO and Social Media campaigns made our client a leader in this industry.
- Developed SEO on MTS DOO that brings over 30k organic monthly website visitors.

mts d.o.o.



↑ **6M**
 Impressions on Google
 in the last 6 months

↑ **28%**
 Traffic increase in
 Q1 2023

↑ **30k+**
 Organic monthly
 traffic

↑ **21**
 Top ranking
 keywords

Built a successful printing platform from scratch

Services: Full Stack Marketing
Industry: Print on Demand

- Combination of PPC campaigns, SEO and Content, and Email Marketing established client as leader in POD industry in Serbia.
- Grew Brendly as a brand with over 17k users in 4 years.



↑ **233%**
 Lower CAC in Q1 2023

↑ **98%**
 Traffic increase in Q1 2023

↑ **22%**
 Monthly revenue growth from paid search

↑ **7.8%**
 Ecommerce

Premier Dental Clinic

Services: SEO

Industry: Dental / Cosmetic Dentistry

- Incredible increase in Organic traffic over the past 12 months
- Significant climb in the number of quality backlinks
- Grew into a market leader, especially in the field of Invisalign and Myobrace therapy

MND DENTAL
Hollywood smile by Nataša Mratinković



↑ **417%**
Increase in organic conversions
(2023 vs. 2022)

↑ **2.5x**
More clicks per month
(3.5k vs. 9k)

↑ **39**
Top ranked keywords

↑ **51.4%**
More organic traffic

Let's work together!

We'd love to work with you on your next project and look forward to discussing your needs in more detail.

I'd be happy to answer any questions at:

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Stefan Neumans | CEO

