Price Point	**Medium**	**High**	**High**	**High**	**Med**	**Med**	**Low**	**Low**	**Low**
Performance Guarantee	✓								
Media Planning Services	✓	✓	✓	✓	✓				
Proprietary Technology	✓	✓	✓		✓				
Flexibility and Customization	✓	✓	✓	✓					
Campaign Management Team	✓	✓	✓	✓	✓	✓	✓	✓	✓
Transparency	**Full**	**Ltd**	**Full**	**Ltd**	**Ltd**	**Ltd**	**Ltd**	**Ltd**	**Ltd**
Dynamic Creative	✓	✓	✓	✓					
Creative Services	✓			✓	✓				
Dashboard	✓	✓	✓	✓	✓	✓	✓	✓	✓
Analytics	**Advanced**	**Ltd**	**Ltd**	**Adv**	**Adv**	**Ltd**	**Ltd**	**Ltd**	**Ltd**
Minimums	**$500**	**500**	**1,500**	**5,000**	**1,500**	**500**	**499**	**250**	**250**
Products									
Display	✓	✓	✓	✓	✓	✓	✓	✓	✓
Mobile	✓	✓	✓	✓	✓	✓	✓	✓	✓
PPC	✓	✓	✓		✓	✓	✓	✓	✓
SEO	✓	✓	✓		✓	✓	✓		✓
Email	✓	✓			✓		✓		
Social	✓	✓	✓	✓	✓	✓	✓	✓	✓
Video	✓	✓	✓	✓	✓	✓			
Retargeting	✓	✓	✓	✓					
1st Party Data	✓	✓	✓		✓				
3rd Party Data	✓	✓	✓	✓	✓	✓	✓	✓	