

Pick a package. Negotiate from facts.

Six tiers from solo founders to Fortune 500. Every number you'll see is an industry benchmark you can verify — built so growth conversations start with reality, not pitch decks.

WHAT'S INSIDE

Tiers · Plan Builder · Benchmarks · Process

FOR

Founders · CMOs · Growth teams

WELCOME TO SAFLOW

Performance marketing built for global growth.

Saflow is a global performance marketing partner — ads, creative, SEO, analytics, brand strategy, and India market entry. Six tiers, market-rate benchmarks on every channel and region, and a 90-day cadence that's identical across plans.

In this booklet

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CHAPTER 01 — HOW TO READ THIS GUIDE

A growth partner that moves at startup speed.

Saflow operates campaigns that convert for brands selling across the USA, UK, Germany, UAE, Australia, and India. We blend engineering-grade analytics with a high-volume creative engine — so every dollar of ad spend gets sharper over time.

TIERS

6 tiers

COUNTRIES

14+

AVG. ROI GROWTH

3.4x

What makes Saflow different

Audience > geography. Ad auctions follow your customer. We buy the audience where it lives — but run delivery from India, leaner and faster.

Creative is the new targeting. Modern algorithms reward volume and variety. Our in-house studio ships platform-native assets weekly.

CAC is the only scoreboard. Blended CAC and CAC payback — not vanity reach, not "engagement rate" trophies, not feel-good dashboards.

Transparency wins retainers. Plain-English weekly reports, live dashboards, and benchmarks you can verify against public sources.

How to use this booklet: Skim the six-tier overview on page 4, jump to the tier closest to your current spend, then use the benchmark pages (11–12) and FAQ (14) to negotiate or compare against any other agency proposal — including ours.

CHAPTER 02 — AT A GLANCE

Six tiers, from solo founders to Fortune 500.

Pick the tier that matches where you are. Move up as you scale — no rewrites, no re-onboarding, no penalty.

T1 · LITE**Lite****\$300/mo***Indie hackers, side-projects*

- ▶ 1 channel, light setup
- ▶ ~8 hours/mo
- ▶ Monthly digest
- ▶ Async support only

SLA: 5-day response

T2 · SPARK**Spark****\$1,500/mo***Solo founders, pre-PMF*

- ▶ 1 channel + analytics
- ▶ ~25 hours/mo
- ▶ Bi-weekly reporting
- ▶ Email support · Single PoC

SLA: 72h response

T3 · LAUNCH**Launch****\$3,500/mo***Early-stage, <\$50k/mo spend*

- ▶ 2 channels + creative
- ▶ Analytics dashboard
- ▶ ~50 hours/mo
- ▶ Weekly reporting · Slack channel

SLA: 48h response

T4 · MOST POPULAR**Growth****\$6,500/mo***SMB, \$50k–\$200k/mo spend*

- ▶ 3 channels + creative
- ▶ Monthly strategy call
- ▶ ~90 hours/mo
- ▶ Live Looker dashboard · CRO

SLA: 24h response

T5 · SCALE**Scale****\$12,000/mo***Mid-market, \$200k–\$1M/mo*

- ▶ All channels covered
- ▶ Dedicated PM
- ▶ ~160 hours/mo
- ▶ Bi-weekly exec review

SLA: 12h response

T6 · ENTERPRISE**Enterprise****Custom***Fortune 500, \$1M+/mo*

- ▶ Embedded team
- ▶ Weekly QBR + roadmap
- ▶ 250+ hours/mo
- ▶ Custom SLA & legal

SLA: 4h response · Bespoke

CHAPTER 03 — PLAN T1

Lite

INDIE HACKERS · SIDE PROJECTS

Lite

\$300 /mo

A starter footprint for indie hackers and side projects who need basic setup and async monitoring without committing to a full retainer. Annual discount available.

What's included

- ✓ 1 ad channel — light setup & pixel install
- ✓ Monthly digest with key metrics
- ✓ Annual discount available on prepay
- ✓ Approximately 8 hours of work per month
- ✓ Async-only support (email / ticket)
- ✓ Easy upgrade path to Spark or Launch

Best for: Solo builders running side projects or pre-revenue experiments who need a baseline ad presence and tracking — without a strategy retainer.

HOURS / MONTH

~8

REPORTING

Monthly

SLA

5-day

CHAPTER 04 — PLAN T2

Spark

SOLO FOUNDERS · PRE-PMF

Spark

\$1,500 /mo

Lean paid validation for solo founders. One channel + analytics, with a single point of contact and a real cadence — built to find your first repeatable funnel.

What's included

- ✓ 1 channel + analytics + tracking setup
- ✓ ~25 hours of work per month
- ✓ Bi-weekly reporting digest
- ✓ Email support during business hours
- ✓ Single dedicated point of contact
- ✓ Conversion tracking + attribution baseline

Outcomes we aim for: A working paid channel, validated creative angles, and clean enough data to graduate to Launch with confidence.

HOURS / MONTH

~25

REPORTING

Bi-weekly

SLA

72-hour

CHAPTER 05 — PLAN T3

Launch

EARLY-STAGE · UNDER \$50K/MO SPEND

Launch

\$3,500 /mo

Two channels + a creative engine for early-stage teams pushing past their first funnel into something repeatable. Real reporting, a Slack team, and weekly cadence.

What's included

- ✓ 2 ad channels + creative production
- ✓ Analytics dashboard (GA4 + Looker Studio)
- ✓ ~50 hours of work per month
- ✓ Weekly reporting with action items
- ✓ Dedicated Slack channel for fast responses
- ✓ Conversion tracking + creative refresh cycles

Best for: Early-stage SaaS, DTC, and service brands with under \$50k/mo in ad spend who need a second channel and a real creative cadence to compound.

HOURS / MONTH

~50

REPORTING

Weekly

SLA

48-hour

CHAPTER 06 — PLAN T4 · MOST POPULAR

Growth

MOST POPULAR · SMB · \$50K-\$200K/MO SPEND

Growth

\$6,500 /mo

Three channels, a CRO loop, monthly strategy, and a live Looker dashboard. Built for SMBs running serious paid budgets who want predictable monthly compounding.

What's included

- ✓ 3 ad channels + creative production
- ✓ Monthly strategy call with growth lead
- ✓ CRO loop + landing-page experimentation
- ✓ ~90 hours of work per month
- ✓ Live Looker Studio dashboard
- ✓ Server-side conversion tracking

Best for: SMBs running \$50k-\$200k/mo in paid spend who need a real second-channel, a creative engine that ships every week, and weekly tuning that actually moves CAC.

HOURS / MONTH

~90

REPORTING

Live + Monthly QBR

SLA

24-hour

CHAPTER 07 — PLANS

Scale

MID-MARKET · \$200K-\$1M/MO SPEND

Scale

\$12,000 /mo

All channels, a dedicated project manager, multi-region creative, and bi-weekly executive reviews. For mid-market teams running various budgets across multiple geographies.

What's included

- ✓ All channels covered (paid, SEO, lifecycle, programmatic)
- ✓ ~160 hours of work per month
- ✓ Multi-region creative production
- ✓ Dedicated project manager assigned
- ✓ Bi-weekly exec review + strategy
- ✓ Multi-touch attribution + advanced reporting

Best for: Mid-market SaaS, DTC, and consumer brands running \$200k-\$1M/mo in paid spend across multiple regions who need orchestration, not just execution.

HOURS / MONTH

~160

REPORTING

Bi-weekly Exec

SLA

12-hour

CHAPTER 08 — PLAN T6

Enterprise

FORTUNE 500 · \$1M+/MO SPEND · BESPOKE

Enterprise

Custom · Bespoke scope

An embedded team, custom SLAs, multi-region rollout, and weekly business reviews. For Fortune 500 brands and high-velocity startups with specialised needs.

What's included

- ✓ Embedded growth team + dedicated leads
- ✓ 250+ hours of work per month
- ✓ Multi-region rollout coordination
- ✓ Weekly QBR + co-built roadmap
- ✓ Custom SLA & legal terms
- ✓ Multi-entity billing & finance support

Best for: Brands spending \$1M+/month on paid media who need a partner that can be embedded, accountable, and scale across geographies without bottlenecks.

HOURS / MONTH

250+

REPORTING

Weekly QBR

SLA

4-hour

CHAPTER 09 — BUILD & BENCHMARK

Build it in 4 picks. Benchmark it region by region.

Tell us your stage, where your buyers live, what channels you need, and your monthly ad spend. We recommend the tier, show the local agency rate for the same scope, and surface annual savings in real time.

Plan Builder · 4 picks

Available at ads.saflow.app/plan.html — drives the recommended package and shows live cost-comparison vs. regional agencies.

1. Stage: Startup · SMB · Mid-Market · Enterprise

2. Region: USA · UK · EU · UAE · AU · IN

3. Channels: Google · Meta · SEO · Creative · Analytics · Brand · Lifecycle

4. Monthly ad spend: \$100 → \$100k

What local agencies charge — by region

United States

Local: **\$100–\$150/hr**

Clutch.co 2025

Saflow: **\$20–\$35/hr**

Saves 70–80%

United Kingdom

Local: **£44–£97/hr**

~\$55–\$120 · PayScale 2024

Saflow: **\$20–\$35/hr**

Saves 60–75%

Germany

Local: **€50–€99/hr**

~\$55–\$108 · Clutch 2025

Saflow: **\$20–\$35/hr**

Saves 60–72%

UAE / Dubai

Local: **AED 300–520/hr**

~\$80–\$140 · Entasher 2025

Saflow: **\$20–\$35/hr**

Saves 70–78%

Australia

Local: **AUD 200–380/hr**

~\$130–\$250 · Clutch 2025

Saflow: **\$20–\$35/hr**

Saves 80–88%

India

Local: **₹1,200–₹3,500/hr**

~\$15–\$45 · Clutch 2025

Saflow: **\$20–\$35/hr**

Comparable · Global delivery

CHAPTER 10 — THE NUMBERS

Channel auction prices & the math your CFO wants.

When a vendor says "we'll get cheaper clicks," ask which auction. Channel prices are set by audience location and competition — not by the agency.

Channel benchmarks · client cohort medians

CHANNEL · METRIC	INDUSTRY AVG (US)	TOP QUARTILE (US)	SAFLOW CLIENT MEDIAN
Google Ads — CPC	\$5.26	\$2.12	\$1.85
Meta Ads — CPM	\$7.47	\$5.50	\$4.80
LinkedIn — CPC	\$7.00	\$4.50	\$3.80
Programmatic — CPM	\$5.82	\$3.40	\$2.80
TikTok — CPM	\$9.16	\$4.67	\$4.10
YouTube — CPV	\$0.025	\$0.015	\$0.012

Sources: WordStream 2025 (Google), WebFX & Gupta Media 2025 (Meta), Huble 2025 (LinkedIn), Growth Channel 2024–25 (Programmatic), Varos & Triple Whale 2025 (TikTok), Awisee 2025 (YouTube). Saflow column = client cohort median.

ROI math · the three numbers your CFO wants

CAC BY SEGMENT		CAC PAYBACK		LTV : CAC	
E-commerce	\$10–\$50	E-commerce	4–10 mo	Healthy minimum	3 : 1
SMB SaaS	~\$702	SMB SaaS	1–7 mo	Optimal zone	3 : 1 → 5 : 1
Mid-market SaaS	\$1.4k–\$5.3k	Mid SaaS	8–19 mo	Above 8 : 1	Under-investing
Enterprise SaaS	\$2.2k–\$14.7k	Enterprise SaaS	11–31 mo	Goal	Stay in zone

Sources: First Page Sage B2B SaaS CAC & Payback Reports 2024–25 · Bessemer Venture Partners · OpenView SaaS Benchmarks 2024–25 · Genesys Growth 2025 · Bantrr 2024.

CHAPTER 11 — CADENCE

Your first 90 days, phase by phase.

Same proven cadence on every tier. Bigger tiers run more parallel workstreams and faster cycles — but the structure is identical, so you always know what's happening.

01

Days 0–30 · Foundation

ICP workshop · GA4 + conversion tracking audit · keyword + intent map · landing-page audit · creative briefs.

- ▶ Target: tracking 100% accurate by Day 14
- ▶ Target: 4–6 ad creatives ready by Day 28
- ▶ Tiers Spark+ get this; Growth+ adds CRO sprint

02

Days 31–60 · Activate

Launch Meta + Google · retargeting pixel + audiences · A/B test 4–6 hooks per channel · first SEO content wave · weekly digest.

- ▶ Target: first paid traffic live by Day 35
- ▶ Target: CAC baseline established by Day 50
- ▶ Scale+ tiers add lifecycle and programmatic

03

Days 61–90 · Scale

Reallocate budget to top 2–3 winners · iterate winning creative angles · CRO + bid tuning · lookalike expansion · Day-60 NPS pulse.

- ▶ Target: 20–35% CAC reduction vs Day 30 baseline
- ▶ Target: payback period validated
- ▶ Enterprise gets a Day-75 strategic exec review

Owner takeaway: at the same media budget, Saflow targets a 25–35% CAC reduction within 90 days through CRO, creative iteration, and bid efficiency. Same spend, more customers.

CHAPTER 12 — EVERY OBJECTION, ANSWERED

Bring this section into the call.

What if my budget is below Spark (\$1,500/mo)?

We do 2-week diagnostic sprints at \$1,500 flat — audit, strategy, one quick win, and a roadmap. Most diagnostics convert into a Spark or Launch retainer once we've proven a small win.

How are you cheaper without being lower quality?

India-based delivery means \$20–\$35/hr blended cost vs \$75–\$150/hr in NYC/SF; productized workflows + AI tooling make our hours more leveraged; and you keep paying market rate for the ad auction itself — only the agency layer is leaner.

Can we start with just one channel?

Yes — Spark is exactly that. Single channel + analytics + tracking. Most clients add a second channel by Month 3 once they see the first one's CAC stabilise.

Do you work with our existing tech stack?

Standard yes: GA4, GTM, Looker Studio, Segment, HubSpot, Salesforce, Klaviyo, Customer.io, Mixpanel, Amplitude, Shopify, WooCommerce, Webflow, WordPress, Framer. Niche stacks: we integrate or recommend a swap with cost trade-offs documented.

What's the contract length?

Month-to-month after a 90-day initial term. Enterprise tiers can negotiate annual with quarterly performance reviews.

Who owns the ad accounts?

You. Always. Accounts are created under your business name, billed to your card, and stay yours if we part ways. We get admin access; you get owner.

Can we pay in INR / EUR / GBP / AED / AUD?

USD is default. INR (with local invoicing), EUR, GBP, AED, AUD all supported on Growth+ tiers. Enterprise gets multi-entity billing if your finance team needs it.

Lock your plan in **15 minutes.**

Submit your tier selection and we'll come back with a tailored proposal — scope, milestones, and pricing — in under 24 hours.

PHONE · WHATSAPP

+91 93347 80967

Mon–Sat · 10:00 to 19:00 IST

EMAIL

support@saflow.app

Replies within 4 hours

WEBSITE

saflow.app

Plans & Builder: ads.saflow.app/plan.html

HEADQUARTERS

Ranchi, India

Serving brands in 14+ countries

Start with a free audit.

Email support@saflow.app or call **+91 93347 80967** to book a 30-minute discovery call.