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What are the Cost of Baidu PPC and Baidu Marketing?



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English Interface to Baidu Ad Platform

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Baidu has pay-per-click (PPC) advertising programs that are similar to Google's Adword and Adsense. The major differences are the cost, the payment methods, the interface language, the response time, and required business certifications. Baidu PPC is for text ad as well as banner ad. The cost for text ads and banner ads are same.

Cost:

Baidu PPC is pay-per-click. The cost will be mainly determined by the cost of keyword and how many keywords you want to buy. On average, the cost of each keyword on Baidu is about **ONE-THIRD** of the cost of the similar keywords on Google.

Baidu requires initial deposit to open an account. There are two types of accounts available for international business: **Basic Account** and **VIP Account**. The initial deposit to open a Basic Account is about 1,000\$, the initial deposit to open a VIP Account is about 6,000\$. VIP customers will get better services. The fund in those initial deposits will be used to buy keyword clicks during campaigns.

Payment methods:

Baidu does not accept credit cards as a mean of payment. Customers have to deposit money into a Baidu account before starting a campaign. We can help you with payment.

Language interface:

Baidu advertising platform does not support English language interfaces. We provide language assistance. Glogou Inc, had created the world 1st and only **English interface for Baidu** advertising platform.



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Response time:

Baidu's advertising program requires manual approval. Baidu representatives will manually approve the creation of an account and every keyword. These procedures may take some time.

Required Business Certifications:

Baidu requires a business to provide certain certifications to open an advertising account. Those requirements often are not clear, and can be very ambiguity. A **good Baidu Ad agent** will make all the difference on if you will be able to open an account.