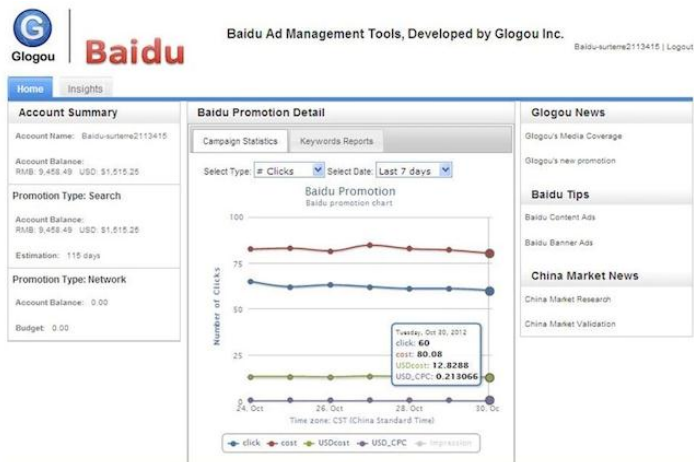


2013

What are the Cost of Baidu PPC and Baidu Marketing ?



The World Only English Interface For Baidu Ad Platform
Glogou Help You Run Effective Search Engine Marketing in China



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English Interface to Baidu Ad Platform

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What are the Cost of Baidu PPC and Baidu Marketing ?

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.



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.