

Promotion Terms

“Profitable Google Ads in 90 Days or £100 Guarantee”

Last updated: 11.03.2026

These Promotion Terms govern the **£100 profitability guarantee** offered by PYPLINE Marketing Systems ("PYPLINE", "we", "us", "our"). By participating in this promotion, you agree to the following terms.

1. Promotion Overview

PYPLINE offers a limited promotional guarantee for its Google Ads management services.

If PYPLINE does not achieve a **profitable outcome from Google Ads within the first 90 days of management**, eligible clients may claim **£100 GBP**.

This promotion is intended to demonstrate confidence in our marketing systems and optimisation processes.

2. Eligibility

This promotion applies only where all of the following conditions are met:

- The client is a **new PYPLINE customer**
- The client purchases a **PYPLINE marketing Google Ads management plan**
- The client maintains an **active subscription for the full 90-day period**
- The client complies with all PYPLINE Terms of Service

PYPLINE reserves the right to refuse participation where eligibility requirements are not met.

3. Minimum Advertising Spend

To qualify for the guarantee, the client must spend a **minimum of £1,500 in Google Ads advertising spend during the 90-day period.**

Advertising spend refers solely to media spend paid directly to Google and does not include PYPLINE service fees.

4. Tracking Requirements

To measure performance accurately, the following must be implemented and remain active for the entire promotion period:

- Conversion tracking approved by PYPLINE
- Access to relevant analytics platforms where required
- Accurate recording of lead enquiries generated through Google Ads

If tracking is not implemented correctly, the promotion will not apply.

5. Client Responsibilities

To remain eligible for the promotion, the client agrees to:

- Provide accurate information about their business, pricing, and margins
- Approve campaign recommendations in a reasonable timeframe
- Provide required website access, landing pages, and account permissions
- Allow PYPLINE to implement recommended optimisations

Failure to cooperate or implement required changes may invalidate the promotion.

6. Definition of Profitability

For the purposes of this promotion, a campaign will be considered **profitable** where the value of confirmed revenue generated from tracked Google Ads leads **exceeds the total advertising spend during the 90-day period.**

Profitability calculations are based on data reasonably available to PYPLINE at the time of review.

7. Claim Process

If the campaign does not meet the profitability definition after 90 days, eligible clients may submit a claim.

Claims must:

- Be submitted within **14 days of the 90-day period ending**
- Be made via email to **hello@pypline.co.uk**
- Include relevant account details for verification

PYPLINE will review the request and confirm eligibility.

8. Payment of Guarantee

Where a valid claim is approved, PYPLINE will issue a **£100 GBP payment** to the client within **30 days** of confirmation.

The payment will be made via bank transfer or another reasonable payment method determined by PYPLINE.

9. Promotion Limitations

This promotion:

- Applies to **Google Ads campaigns only**
- Applies only to the **first 90 days of service**
- Is limited to **one claim per client business**

PYPLINE reserves the right to withdraw or modify this promotion at any time for new clients.

Existing clients who began the promotion period before any change will remain covered by the terms active at the time they joined.

10. Relationship to Other Terms

This promotion operates alongside the **PYPLINE Terms of Service**.

In the event of a conflict between the Terms of Service and these Promotion Terms, the Promotion Terms will apply only to matters relating to the promotion.

11. Contact

For questions relating to this promotion, please contact:

PYPLINE Marketing Systems

Website: pypline.co.uk

Email: hello@pypline.co.uk