

Pricing of PPC Bee s.r.o. effective for users registered prior to 16. 5. 2022

Company ID No. 04038002, with its registered office at Křižová 2598/4, 150 00 Prague 5,
incorporated in the Companies Register of the Metropolitan Court in Prague under Section C, File No. 241330

Search and smart campaigns

number of products	support level	synchronisation frequency				
		1x every 24 hours	4x every 24 hours	8x every 24 hours	12x every 24 hours	continuous synchronisation
up to 1,000	DIY	CZK1,100	CZK1,430	CZK1,705	CZK1,980	CZK2,750
	BASIC	CZK6,400	CZK8,320	CZK9,920	CZK11,520	CZK16,000
up to 5,000	DIY	CZK2,500	CZK3,250	CZK3,875	CZK4,500	CZK6,250
	BASIC	CZK6,400	CZK8,320	CZK9,920	CZK11,520	CZK16,000
up to 10,000	DIY	CZK4,000	CZK5,200	CZK6,200	CZK7,200	CZK10,000
	BASIC	CZK6,400	CZK8,320	CZK9,920	CZK11,520	CZK16,000
up to 25,000	DIY	CZK5,000	CZK6,500	CZK7,750	CZK9,000	CZK12,500
	BASIC	CZK8,000	CZK10,400	CZK12,400	CZK14,400	CZK20,000
up to 50,000	BASIC	CZK10,400	CZK13,520	CZK16,120	CZK18,720	CZK26,000
	ENTERPRISE	CZK22,500	CZK29,250	CZK34,875	CZK40,500	CZK56,250
up to 100,000	BASIC	CZK14,400	CZK18,720	CZK22,320	CZK25,920	CZK36,000
	ENTERPRISE	CZK22,500	CZK29,250	CZK34,875	CZK40,500	CZK56,250
up to 200,000	BASIC	CZK25,600	CZK33,280	CZK39,680	CZK46,080	CZK64,000
	ENTERPRISE	CZK40,000	CZK52,000	CZK62,000	CZK72,000	CZK100,000
up to 300,000	BASIC	CZK33,600	CZK43,680	CZK52,080	CZK60,480	CZK84,000
	ENTERPRISE	CZK52,500	CZK68,250	CZK81,375	CZK94,500	CZK131,250
up to 400,000	BASIC	CZK38,400	CZK49,920	CZK59,520	CZK69,120	CZK96,000
	ENTERPRISE	CZK60,000	CZK78,000	CZK93,000	CZK108,000	CZK150,000
up to 500,000	BASIC	CZK44,000	CZK57,200	CZK68,200	CZK79,200	CZK110,000
	ENTERPRISE	CZK68,750	CZK89,375	CZK106,563	CZK123,750	CZK171,875
up to 600,000	BASIC	CZK49,920	CZK64,896	CZK77,376	CZK89,856	CZK124,800
	ENTERPRISE	CZK78,000	CZK101,400	CZK120,900	CZK140,400	CZK195,000
up to 700,000	BASIC	CZK56,000	CZK72,800	CZK86,800	CZK100,800	CZK140,000
	ENTERPRISE	CZK87,500	CZK113,750	CZK135,625	CZK157,500	CZK218,750
up to 800,000	BASIC	CZK61,440	CZK79,872	CZK95,232	CZK110,592	CZK153,600
	ENTERPRISE	CZK96,000	CZK124,800	CZK148,800	CZK172,800	CZK240,000
up to 900,000	BASIC	CZK67,680	CZK87,984	CZK104,904	CZK121,824	CZK169,200
	ENTERPRISE	CZK105,750	CZK137,475	CZK163,913	CZK190,350	CZK264,375
up to 1,000,000	BASIC	CZK72,000	CZK93,600	CZK111,600	CZK129,600	CZK180,000
	ENTERPRISE	CZK112,500	CZK146,250	CZK174,375	CZK202,500	CZK281,250
more than 1,000,000	ENTERPRISE	Custom	Custom	Custom	Custom	Custom

number of products	support level	synchronisation frequency				
		1x every 24 hours	4x every 24 hours	8x every 24 hours	12x every 24 hours	continuous synchronisation
up to 1,000	DIY	€40	€60	€70	€80	€110
	BASIC	€250	€320	€385	€450	€620
up to 5,000	DIY	€100	€130	€155	€180	€240
	BASIC	€250	€320	€385	€450	€620
up to 10,000	DIY	€160	€200	€240	€280	€390
	BASIC	€250	€320	€385	€450	€620
up to 25,000	DIY	€200	€250	€300	€350	€490
	BASIC	€310	€410	€485	€560	€780
up to 50,000	BASIC	€410	€530	€630	€730	€1,010
	ENTERPRISE	€880	€1,140	€1,360	€1,580	€2,200
up to 100,000	BASIC	€560	€730	€870	€1,010	€1,410
	ENTERPRISE	€880	€1,140	€1,360	€1,580	€2,200
up to 200,000	BASIC	€1,000	€1,300	€1,550	€1,800	€2,500
	ENTERPRISE	€1,560	€2,030	€2,420	€2,810	€3,900
up to 300,000	BASIC	€1,310	€1,700	€2,030	€2,360	€3,280
	ENTERPRISE	€2,050	€2,660	€3,175	€3,690	€5,120
up to 400,000	BASIC	€1,500	€1,950	€2,325	€2,700	€3,750
	ENTERPRISE	€2,340	€3,040	€3,630	€4,220	€5,850
up to 500,000	BASIC	€1,720	€2,230	€2,660	€3,090	€4,290
	ENTERPRISE	€2,680	€3,490	€4,160	€4,830	€6,710
up to 600,000	BASIC	€1,950	€2,530	€3,020	€3,510	€4,870
	ENTERPRISE	€3,040	€3,960	€4,720	€5,480	€7,610
up to 700,000	BASIC	€2,190	€2,840	€3,385	€3,930	€5,460
	ENTERPRISE	€3,420	€4,440	€5,295	€6,150	€8,540
up to 800,000	BASIC	€2,400	€3,120	€3,720	€4,320	€5,990
	ENTERPRISE	€3,750	€4,870	€5,805	€6,740	€9,370
up to 900,000	BASIC	€2,640	€3,430	€4,090	€4,750	€6,600
	ENTERPRISE	€4,130	€5,370	€6,400	€7,430	€10,320
up to 1,000,000	BASIC	€2,810	€3,650	€4,355	€5,060	€7,030
	ENTERPRISE	€4,390	€5,710	€6,805	€7,900	€10,980
more than 1,000,000	Custom	Custom	Custom	Custom	Custom	Custom

number of products	support level	synchronisation frequency				
		1x every 24 hours	4x every 24 hours	8x every 24 hours	12x every 24 hours	continuous synchronisation
up to 1,000	DIY	\$50	\$70	\$80	\$90	\$130
	BASIC	\$300	\$390	\$460	\$530	\$740
up to 5,000	DIY	\$120	\$150	\$180	\$210	\$290
	BASIC	\$300	\$390	\$460	\$530	\$740
up to 10,000	DIY	\$190	\$240	\$285	\$330	\$460
	BASIC	\$300	\$390	\$460	\$530	\$740
up to 25,000	DIY	\$230	\$300	\$360	\$420	\$580
	BASIC	\$370	\$480	\$575	\$670	\$930
up to 50,000	BASIC	\$480	\$630	\$690	\$750	\$870
	ENTERPRISE	\$1,040	\$1,350	\$1,615	\$1,880	\$2,600
up to 100,000	BASIC	\$670	\$870	\$1,035	\$1,200	\$1,670
	ENTERPRISE	\$1,040	\$1,350	\$1,615	\$1,880	\$2,600
up to 200,000	BASIC	\$1,190	\$1,540	\$1,835	\$2,130	\$2,960
	ENTERPRISE	\$1,850	\$2,410	\$2,870	\$3,330	\$4,630
up to 300,000	BASIC	\$1,560	\$2,020	\$2,410	\$2,800	\$3,890
	ENTERPRISE	\$2,430	\$3,160	\$3,770	\$4,380	\$6,080
up to 400,000	BASIC	\$1,780	\$2,310	\$2,755	\$3,200	\$4,440
	ENTERPRISE	\$2,780	\$3,610	\$4,305	\$5,000	\$6,950
up to 500,000	BASIC	\$2,040	\$2,650	\$3,160	\$3,670	\$5,090
	ENTERPRISE	\$3,180	\$4,140	\$4,935	\$5,730	\$7,960
up to 600,000	BASIC	\$2,310	\$3,000	\$3,580	\$4,160	\$5,780
	ENTERPRISE	\$3,610	\$4,690	\$5,595	\$6,500	\$9,030
up to 700,000	BASIC	\$2,590	\$3,370	\$4,020	\$4,670	\$6,480
	ENTERPRISE	\$4,050	\$5,270	\$6,280	\$7,290	\$10,130
up to 800,000	BASIC	\$2,840	\$3,700	\$4,410	\$5,120	\$7,110
	ENTERPRISE	\$4,440	\$5,780	\$6,890	\$8,000	\$11,110
up to 900,000	BASIC	\$3,130	\$4,070	\$4,855	\$5,640	\$7,830
	ENTERPRISE	\$4,900	\$6,370	\$7,590	\$8,810	\$12,240
up to 1,000,000	BASIC	\$3,330	\$4,330	\$5,165	\$6,000	\$8,330
	ENTERPRISE	\$5,210	\$6,770	\$8,075	\$9,380	\$13,020
more than 1,000,000	ENTERPRISE	Custom	Custom	Custom	Custom	Custom

Facebook dynamic product ads

CZK	
Spend	Price
up to CZK50,000	Fixed price (CZK5,000)
up to CZK100,000	10% of spend (from CZK10,000)
up to CZK300,000	8% of spend (from CZK24,000)
up to CZK500,000	7% of spend (from CZK35,000)
up to CZK1,000,000	5% of spend (from CZK50,000)
more than CZK1,000,000	Custom

EUR	
Spend	Price
up to €2,000	Fixed price (€190)
up to €4,000	10% of spend (from €400)
up to €10,000	8% of spend (from €800)
up to €20,000	7% of spend (from €1,400)
up to €40,000	5% of spend (from €2,000)
more than €40,000	Custom

USD	
Spend	Price
up to \$2,500	Fixed price (\$230)
up to \$5,000	10% of spend (from \$500)
up to \$15,000	8% of spend (from \$1,200)
up to \$25,000	7% of spend (from \$1,750)
up to \$50,000	5% of spend (from \$2,500)
more than \$50,000	Custom

Feed exports

PRICELIST feeds (up to 4x sync/day)			
no. of items	price CZK	price EUR	price USD
up to 1,000	free*	free	free
up to 5,000	CZK250	€10	\$12
up to 10,000	CZK350	€14	\$16
up to 25,000	CZK500	€20	\$23
up to 50,000	CZK750	€30	\$35
up to 100,000	CZK1,000	€39	\$47
up to 200,000	CZK1,500	€60	\$70
up to 300,000	CZK2,000	€79	\$94
up to 400,000	CZK2,500	€99	\$117
up to 500,000	CZK3,000	€120	\$140
up to 600,000	CZK3,500	€138	\$164
up to 700,000	CZK4,000	€158	\$187
up to 800,000	CZK4,500	€177	\$211
up to 900,000	CZK5,000	€197	\$234
up to 1,000,000	CZK5,500	€217	\$257
more than 1,000,000	Custom	Custom	Custom

Data updates/ synchronizations for Feed exports

number of products/items	up to 8x sync CZK	up to 8x sync (EUR)	up to 8x sync (USD)	up to 12x sync CZK	up to 12x sync (EUR)	up to12x sync (USD)	up to 24x sync CZK	up to 24x sync (EUR)	up to 24x sync (USD)
up to 50,000	CZK100	€4	\$5	CZK200	€8	\$9	CZK500	€20	\$23
up to 500,000	CZK300	€12	\$14	CZK600	€23	\$28	CZK1,500	€60	\$70
up to 1,000,000	CZK900	€35	\$42	CZK1,800	€70	\$83	CZK4,500	€177	\$211
up to 1,500,000	CZK1,500	€60	\$70	CZK3,000	€120	\$140	CZK7,500	€292	\$344
up to 2,000,000	CZK2,100	€81	\$98	CZK4,200	€164	\$193	CZK10,500	€409	\$481
up to 2,500,000	CZK2,700	€104	\$126	CZK5,400	€211	\$248	CZK13,500	€526	\$618
up to 3,000,000	CZK3,300	€127	\$154	CZK6,600	€258	\$303	CZK16,500	€643	\$755
up to 3,500,000	CZK3,900	€150	\$182	CZK7,800	€305	\$358	CZK19,500	€760	\$892
up to 4,000,000	CZK4,500	€177	\$211	CZK9,000	€352	\$413	CZK22,500	€877	\$1 029
more than 4,000,000	Custom	Custom	Custom	Custom	Custom	Custom	Custom	Custom	Custom

Image editor in Feed exports

enhanced products*	CZK	EUR	USD
up to 10,000	CZK3,000	€115	\$140
up to 50,000	CZK6,000	€230	\$280
up to 100,000	CZK10,000	€390	\$470
up to 200,000	CZK15,000	€590	\$700
up to 300,000	CZK19,000	€740	\$890
up to 400,000	CZK23,200	€905	\$1,090
up to 500,000	CZK28,800	€1,120	\$1,350
up to 600,000	CZK34,500	€1,350	\$1,620
up to 700,000	CZK40,200	€1,570	\$1,890
up to 800,000	CZK46,000	€1,800	\$2,160
up to 900,000	CZK51,800	€2,020	\$2,440
up to 1,000,000	CZK57,600	€2,240	\$2,710
up to 1,100,000	CZK63,200	€2,470	\$2,970
up to 1,200,000	CZK69,200	€2,700	\$3,250
up to 1,300,000	CZK74,800	€2,920	\$3,520
up to 1,400,000	CZK80,600	€3,140	\$3,790
up to 1,500,000	CZK86,400	€3,370	\$4,060
up to 1,600,000	CZK92,200	€3,600	\$4,330
up to 1,700,000	CZK98,000	€3,820	\$4,600
up to 1,800,000	CZK103,600	€4,040	\$4,870
up to 1,900,000	CZK109,400	€4,270	\$5,140
up to 2,000,000	CZK115,200	€4,490	\$5,410
up to 2,100,000	CZK121,000	€4,720	\$5,690
up to 2,200,000	CZK126,800	€4,950	\$5,960
more than 2,200,000	Custom	Custom	Custom

*Number of products in active exports with enhanced images