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ABM for B2B
Prices 2026 · inreallab

6.3 Programmatic, ABM, influencers, marketplaces, seeding, video

SERVICE	WHAT'S INCLUDED	RUSSIAN MARKET	INREALLAB	UNIT
Programmatic / RTB / display	media plan, DSP/segments, brand safety, post-view	test from $650 – $1,300/month; full-scale ~$1,900 – $2,300/month (+ DSP commission 15–25%)	**launch $650 + 18% of budget (min $500/month)**	per month
ABM (targeted B2B)	account/decision-maker list, personalisation, multichannel	pilot $1,300 – $5,000	**pilot from $1,900 + from $1,000/month**	per project / month
Influencers (performance via marketplaces)	CPA-based selection, brief, promo codes/UTM, report	commission 10–25% (marketplaces 10–15%, agencies 15–25%)	**15% of budget (min $380)**	per campaign
Avito Ads / promotion	native lead generation, CPC (from 1/click) / CPM (from 214), listing promotion	setup $190 – $440	**setup $250 + management $320 – $440/month or 12% (min $320) (via eLama — 20% of budget returned, free management with a budget from $3,800)**	per month
Marketplace advertising (Wildberries/Ozon internal)	campaigns, bid management on the auction model, target ad-spend share (norm ~10%, start 20–25%)	setup $190 – $440	**$320 + $380 – $500/month or 12% (higher than Yandex Direct management — more labour: listings + bidding + content)**	per month
Cross-channel retargeting (all channels)	pixel-based audiences, creative cascade	setup $130 – $320	**$190 + $150/month**	per month

SERVICE	WHAT'S INCLUDED	RUSSIAN MARKET	INREALLAB	UNIT
Seeding in Telegram/communities	CPM/ER-based selection, fraud checks, placement	test from $130, full campaign from $380 – $650	**12% of budget (min $320)**	per campaign
App promotion (ASO + UAC/stores)	ASO optimisation, ads in App Store/Google Play, in-app	ASO one-off $380 – $1,900; management from $1,000/month (network agencies)	**ASO from $650 / management from $650/month / full package from $2,500/month**	per project / month
CPA / affiliate networks (Admitad, Advcake, CityAds)	offer onboarding, publisher moderation, anti-fraud, pay per action	terms per offer	**commission 10–15% or a flat ongoing-support fee**	per campaign
Video advertising (in-stream, CPV)	CPV/CPM media plan, targeting, view-through analytics	launch $250 – $500	**$380 + $320/month or 12%**	per month

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
App ASO audit (one-off, no implementation)	$65 – $380 one-off (freelance floor ~$65, agency $190 – $380)	**from $190**	per project
ASO keyword research (1 store)	$40 – $320 (freelance from ~$40, agency $130 – $320)	**from $190**	per project
Text ASO optimisation of metadata (title/subtitle/description/keywords), 1 locale	$130 – $320 per locale	**from $190**	per locale
ASO localisation into an additional country/language	$65 – $190 per language (cheaper as a package)	**from $150**	per language
Store creative optimisation (icon + screenshots + preview video)	$250 – $750+ per set (top studios charge more)	**from $380**	per set
A/B tests of the store listing (Product Page Optimization / Custom Store Listings)	rarely sold as a separate service; when split out, the benchmark is ~$190 – $500 per cycle	**from $320**	per test
Publishing and promotion in RuStore (separate from App Store/Google Play)	publishing in RuStore is free; the service = upload + initial ASO, benchmark $190 – $500	**from $250**	per project
ORM in the stores (managing app reviews and rating)	from $190/month	**from $190/month**	per month
Influencer selection + media plan (one-off, no placements)	$190 – $500 one-off	**from $250**	per project
Influencer fraud check (channel/account audit)	$20 – $65 per channel (or via trendHERO/LiveDune)	**from $25**	per channel

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Whitelisting / Spark Ads (promoting influencer content through the ad account)	commission 10–20% of budget	**15% (min $250)**	per campaign
Running a giveaway with influencers	$380 – $1,900 (organisation; prize fund charged separately)	**from $500**	per project
Launch of an ambassador programme (long-term integrations)	benchmark from $1,000 – $1,900 (launch/setup, excluding influencer fees)	**from $1,000**	per project
Programmatic DOOH (digital out-of-home, billboards)	budget from $1,300 – $3,800/flight + commission 15–20%	**launch from $500 + 15% of budget**	per campaign
Programmatic Audio (Yandex Music, podcasts, audio ads)	from $1,300/month + commission 15–20%	**launch $380 + 15% (min $380/month)**	per month
CTV / Smart TV / streaming services (Kion, Okko, ivi, Wink)	from $1,900/flight + commission 15–20%	**launch from $500 + 15% of budget**	per flight
Brand-safety / impression-verification setup (Weborama, Adriver verification)	Weborama is not available in Russia; verification via Adriver/AdLook, setup benchmark from $250 + the tool fee	**from $320**	per project
External traffic to a marketplace listing (Yandex Direct/influencers/seeding to Ozon/Wildberries)	setup $190 – $380 + budget	**from $250 + 12% of budget**	per month
Advertising on Yandex Market / Megamarket (boost, shelves, banners)	setup $190 – $440 + management	**$250 + from $380/month or 12%**	per month
SEO optimisation of a product listing for ranking/ads (Wildberries/Ozon)	$40 – $130 per listing	**from $40/listing**	per listing
One-off placement/buy in 1 Telegram channel (selection + approval + posting)	usually a 10–20% commission/mark-up on the buy or a minimum seeding package; a standalone flat fee of $65 – $190 for 1 channel is rare	**from $65 (minimum fee / mark-up)**	per placement
Onboarding and launching an offer in a specific CPA network for the advertiser (Admitad/Advcake/ePN)	advertiser registration in a network is usually free; the launch work is charged, benchmark setup $250 – $650 + the network deposit	**from $320**	per project

8.2 Marketing strategy

SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Full marketing strategy	$1,900 – $7,500	**$3,200**	per project
Express strategy for SMB	$380 – $1,300	**$900**	per project

SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Media plan	$250 – $1,000	**$440**	per project
Unit economics and financial model	$500 – $1,900	**$750**	per project
Positioning and value proposition	$650 – $2,500	**$1,200**	per project
Go-to-market (product launch)	$1,900 – $6,300	**$2,500**	per project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Market and volume analysis (TAM/SAM/SOM, market sizing)	$380 – $1,900	**from $500**	per project
Competitor analysis (detailed, 5–10 players)	$250 – $1,000	**from $380**	per project
Audience segmentation and buyer personas	$250 – $900	**from $320**	per project
Customer Journey Map (CJM)	$500 – $1,900	**from $650**	per project
Brand platform (mission, values, essence, attributes)	$1,300 – $5,000	**from $1,900**	per project
Tone of voice / verbal identity	$380 – $1,500	**from $500**	per project
Value proposition (Value Proposition Canvas)	$250 – $1,000	**from $380**	per project
Positioning map (perceptual map)	$190 – $650	**from $190**	per project
Content strategy	$500 – $1,900	**from $750**	per project
Social media strategy (channels, content plan, formats)	$380 – $1,500	**from $650**	per project
Digital strategy (comprehensive, all online channels)	$1,000 – $3,800	**from $1,500**	per project
Marketplace entry strategy (Wildberries/Ozon)	$650 – $2,500	**from $900**	per project
Sales funnel design (marketing funnel)	$380 – $1,300	**from $500**	per project
JTBD research (Jobs To Be Done, in-depth interviews)	$750 – $2,500	**from $1,000**	per project
LTV/CAC calculation (unit metrics as a separate block)	$250 – $750	**from $320**	per project
KPI system and marketing metrics tree	$250 – $1,000	**from $380**	per project
Strategy session / workshop facilitation	$650 – $2,500	**from $750**	per session (1 day)

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Marketing roadmap (6–12 months)	$250 – $1,000	**from $380**	per project
Media mix and budget allocation (media split)	$250 – $900	**from $380**	per project
Lead generation strategy	$500 – $1,500	**from $650**	per project
Product-market fit validation / customer development	$650 – $2,500	**from $900**	per project

→ Как начать

Бесплатный разбор задачи. До сметы — созвон и разбор: что реально нужно, что можно не делать сейчас, где деньги. По итогу — фиксированная смета, план по этапам и сроки.

- **Оплата поэтапная:** аванс 30–50%, далее по этапам; абонентские услуги — помесячно.
- **Гарантия:** устранение дефектов бесплатно 3–12 месяцев по договору.
- **Скидка за полный цикл:** сайт + маркетинг + поддержка одной командой — скидка на разработку.
- **Срочность:** +20–50% к базовой цене.
- Рекламный бюджет площадок (Директ, VK, Telegram Ads и т.д.) оплачивается площадке напрямую и в стоимость услуг не входит.
- Все цены — стартовые «от», в рублях, без НДС. Итог зависит от объёма, сложности и сроков.

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Цены в рублях, без НДС · действительны в 2026 году
Финальная смета — после бесплатного разбора задачи