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Paid traffic
Prices 2026 · inreallab

6.1 Contextual advertising (Yandex Direct)

CAMPAIGN	SETUP	MANAGEMENT
Search	**$440**	**$380/month or 12% (min $320)**
Yandex Advertising Network	**$320**	**$250/month or 10%**
Product / dynamic (feed)	**$380**	**$320/month or 12%**
Retargeting in Yandex Direct	**$150** (free with a package)	**+$100/month**

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Audit of a live Yandex Direct account (one-off, with checklist and fix plan)	$65 – $320 RUB (agencies 5–15k; freelancers from $40; premium agencies ~$350)	**from $100**	one-off
Keyword research and clustering for Yandex Direct (parsing, negative keywords)	$40 – $250 RUB depending on scope (up to 1–5k keywords)	**from $90**	one-off
Media plan / budget forecast and strategy before launch	$40 – $190 RUB (often included free in setup/pre-sale; rarely charged separately)	**from $130**	one-off
Display (banner) campaign in Yandex Direct — setup (reach/CPM, brandformance)	$250 – $750 RUB setup; management $190 – $500/month	**from $380 + management from $320/month**	setup + month
Video ads in Yandex Direct (in-stream/out-stream, video extensions)	$190 – $600 RUB setup (video production charged separately)	**from $320**	one-off
Smart banners / dynamic retargeting from a product feed	$190 – $500 RUB setup; management $190 – $380/month	**from $250 + management from $230/month**	setup + month
Campaign Wizard / unified performance campaign (automated strategies for SMEs)	$100 – $320 RUB setup (budget format for small spend)	**from $150**	one-off
Banner on search (display block in the search results)	$100 – $320 RUB setup	**from $150**	one-off

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Product feed (YML) generation/optimisation for Product campaigns and Smart banners	$65 – $320 RUB (manual YML build/edit, mapped to the catalogue)	**from $130**	one-off
Yandex Metrica setup: goals, e-commerce, link-up with Yandex Direct	$65 – $320 RUB (goals + ecommerce + session replay + segments)	**from $150**	one-off
End-to-end analytics setup / call-tracking integration (Calltouch, Roistat)	$190 – $750 RUB implementation (service subscription charged separately)	**from $320**	one-off
Yandex Audience setup (lookalike, segments from CRM/pixel/geolocation)	$65 – $190 RUB (often part of retargeting setup)	**from $100**	one-off
Transfer/rebuild of campaigns from a previous contractor (account migration)	$130 – $440 RUB	**from $190**	one-off
Revival / one-off optimisation of live campaigns (no ongoing management)	$130 – $380 RUB per one-off package of fixes	**from $190**	one-off
Bid automation / bid-management tool connection (K50, Marilyn, Origami)	$130 – $380/month management + tool licence charged separately	**from $190/month**	per month
Reporting setup / Yandex Direct dashboard (DataLens, Looker Studio)	$130 – $440 RUB one-off dashboard build	**from $190**	one-off
Ad copywriting and A/B testing of creatives (package of variants)	$40 – $190 RUB per package of ads/tests	**from $90**	one-off
Rush launch of a campaign in 1–2 days — surcharge on setup	+30–50% on the setup fee (rush surcharge)	**from +30%**	surcharge

6.2 Targeted advertising

PLATFORM	SETUP	MANAGEMENT
VK Ads	**$380**	**$380/month or 15% (min $320)**
Telegram Ads	**$500** (via resellers such as eLama — no upfront deposit, pay later; first top-up from €250; direct entry to Telegram at €2m is not relevant for the client)	**$440/month + 15% on top-ups**
Odnoklassniki / Dzen (Promo Pages)	**$320** (myTarget as a standalone platform is closed — absorbed into VK Ads)	**$320/month or 12%**

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Audit of a paid-social ad account (VK/Telegram)	$40 – $190	**from $100**	one-off

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
VK Ads setup (new campaign, one-off)	$130 – $380	**from $190**	one-off
VK Ads management / ongoing support (excluding ad budget)	$190 – $500/month or 10–20%	**from $250/month**	per month
Audience parsing (TargetH-unter / Segmento Target)	$40 – $190	**from $75**	per project
Look-alike setup and segments from pixel/CRM	$65 – $190	**from $100**	per project
VK pixel installation and setup + events	$40 – $150	**from $75**	per project
Retargeting from a customer list/pixel (audience cascade)	$65 – $250	**from $130**	per project
VK lead forms (setup + CRM integration)	$65 – $250	**from $130**	per project
Promotion of VK Clips / video formats	$130 – $380 setup	**from $190**	one-off
Telegram Ads setup via a re-seller (eLama and others)	$250 – $650	**from $500**	one-off
Telegram Ads management (topic/channel selection, moderation)	$320 – $650/month and/or 10–20%	**from $440/month**	per month
Ad setup in Odnoklassniki / Dzen (Promo Pages)	$190 – $440	**from $320**	one-off
Ad copywriting + creatives (package of variants)	$40 – $190	**from $90**	per package
Test campaign (audience/cre-ative tests, hypotheses)	$130 – $380	**from $190**	per project
Media plan / paid-social fore-cast before launch	$65 – $250	**from $130**	one-off
Transfer / rebuild of an account from a previous contractor	$130 – $320	**from $150**	one-off
Paid-social reporting / dashboard	$130 – $440	**from $190**	one-off

6.4 Related services and bundles

SERVICE	INREALLAB
Audit of ad accounts	**$190 – $320 (one-off)**
Strategy and media planning	**$380 – $1,000 (one-off)**
Web analytics setup (Yandex Metrica, goals, e-commerce)	**$190 – $380**

SERVICE	INREALLAB
End-to-end analytics + call tracking	**setup $380 – $750 + from $130/month (the Callibri/Mango/UIS platform subscription is paid separately, like the ad budget)**
Performance creatives (package)	**from $150**

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Express audit of one ad account (Yandex Direct OR VK)	often free as a lead magnet; paid $40 – $100 (verbal/checklist)	**from $65**	per account
In-depth Yandex Direct audit with a written report and fix plan	$130 – $380 (detailed review of structure, bids, keywords, negative keywords)	**from $190**	per account
Audit when moving from another contractor (campaign handover)	$130 – $250 (often part of the general audit, or free when management starts)	**from $150**	per project
Audit of web-analytics accuracy (counters, goals, data)	$100 – $250 (check of Yandex Metrica/GA, duplicates, goals)	**from $130**	per project
Media plan for 1 channel (budget forecast, KPIs, reach)	$65 – $190 one-off (often free at pre-sale)	**from $100**	per channel
Unit-economics calculation / ROMI forecast for advertising	$130 – $380 (CAC/LTV payback model; rare as a standalone service)	**from $190**	per project
Yandex Metrica setup (counter, session replay, basic goals)	$65 – $190	**from $100**	per project
Setup of goals and composite/JS goals (package)	$40 – $130	**from $65**	per package
E-commerce tracking setup (ecommerce, dataLayer)	$190 – $900 (products/orders data, dataLayer, CMS integration; top agencies charge more)	**from $250**	per project
Google Analytics 4 (GA4) setup	$130 – $380	**from $190**	per project
Google Tag Manager setup (container, tags, triggers)	$100 – $320	**from $150**	per project
Server-side tracking (server-side GTM / server-side Yandex Metrica)	$250 – $750 (works around blockers, conversion accuracy)	**from $380**	per project
Offline-conversion setup (upload from CRM to Yandex Direct/VK)	$190 – $500	**from $250**	per project
UTM tagging: template + link generator for all channels	often free/included in setup; as a micro-service from freelancers $15 – $100	**from $40**	per project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Advertising dashboard (Yandex DataLens / Power BI / Looker)	$250 – $1,000 one-off (+ support)	**from $380**	per project
Static call tracking (1–2 dedicated numbers)	connection $25 – $65 + number rental (platform subscription charged separately)	**from $40**	per project
Dynamic call tracking (pool of swap numbers)	setup $130 – $320 + Callibri/UIS/Comagic platform subscription	**from $150**	per project
Turnkey Roistat end-to-end analytics implementation	setup $380 – $1,300 + platform subscription	**from $500**	per project
Integration of advertising/analytics with CRM (Bitrix24, amoCRM)	$190 – $650	**from $250**	per project
Banner set for the Yandex Advertising Network (all formats, 1 offer)	$65 – $190	**from $100**	per set
Video creative for performance (15–30 sec)	$130 – $500 per video	**from $190**	per video
A/B creative package for hypothesis testing (several variants)	from $150 (3–5 offer/visual variants)	**from $190**	per package

→ 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