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Yandex Direct
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

→ 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