

# What's the cost of Adwisely?

Below is the info on prices and billing principles for Adwisely users got started with the app **before June 21, 2022**.

For the info on billing and pricing after June 21, 2022, click [here](#).

## Ad Spend

Ad Spend is the amount of money spent on the Adwisely-powered ads.

- You pay for Ad Spend **directly to Facebook**.
- You pay to Facebook once you spend a certain amount of money ([threshold](#)) or **in the end of the month**.
- You pay for Ad Spend **even if you are on a 14-day free trial** for Adwisely.




## Adwisely fee

Adwisely fee is what you pay us for running and optimizing ads for your store.

- You pay Adwisely fee once your Adwisely-powered ad spends **at least 1.00 USD** (or an equivalent in your currency) during the current billing period.

- The billing period for Adwisely is **30 days**. Up-to-date information on billing periods can be found In Adwisely Account Settings.
- You start paying the fee **once the 14-day free trial for Adwisely is over**.
- The size of the fee depends on Ad Spend during the current billing period:

**All plans include**

- Automated ads on   
- Free Account Manager
- Professional support 7 days a week

Basic

\$ **49** / 30 days

Up to **\$1K** in monthly ad spend

Standard

\$ **249** / 30 days

Up to **\$5K** in monthly ad spend

Advanced

\$ **499** / 30 days

Up to **\$10K** in monthly ad spend

Pro

\$ **1,399** / 30 days

Up to **\$30K** in monthly ad spend

Plus

\$ **2,999** / 30 days

**Unlimited** monthly ad spend

- Ad Spend is calculated in USD or in equivalent in your local currency.
- Adwisely fee is calculated and charged in USD only.
- You are charged **as you reach a certain Ad Spend milestone.**

For example, your total Ad Spend during the current billing period is \$3,500 and the total fee needs to be **\$249**. You will first be charged **\$49** when your Adwisely-powered ads spend at least \$1.00 and then **\$200** more (\$249 total charge - \$49 you've already paid) once your campaign spends at least \$1,000.00.

- If you run more than one Adwisely-powered campaign for one store (i.e. Retargeting and Prospecting), the fee is based on **total Ad Spend per one store.**
- If you use Adwisely on more than one store you manage, Adwisely fee is calculated **for each store separately.**

## **14-day free trial**

You can try Adwisely for free for **14 days** once you install it.

- Free trial suggests using Adwisely free of charge, i.e. not having to pay Adwisely fee. **You will still need to pay for Ad Spend.**

- The trial begins the moment your retargeting campaign spends **at least 0.01 USD** on Facebook.
- The trial ends 14 days after the moment your campaign spent its first 0.01 USD.
- You have one trial period per one Shopify/BigCommerce/WooCommerce domain.

[Go to Adwisely](#)

Got questions or need help? Just click on the green circle in the bottom right corner of the page and message us!