Facebook Ads Plus

By Agency Name

# Customer Agreement

This Agreement is entered effective as of ***DATE HERE*** by and between CUSTOMER NAME HERE ("Customer”) doing business as ***COMPANY NAME*** HERE (“Company”), and our company ***AGENCY NAME HERE***. These Terms are collectively referred to as the "Agreement."

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# Your Plan Terms:

| **Price** | **Setup Fee** | **Term** |
| --- | --- | --- |
| $899/Month | $299 | 6 Months |

# What’s Included:

| **Facebook Ads Limits** |
| --- |
| * 2 Campaigns * 4 Ad Sets * 8 Ads * 2 Ad Copy Variations * $2,000 - $4,000 Recommended Budget |

| **Available Campaign Objectives** |
| --- |
| * Awareness * Consideration * Conversions |

| **Facebook Ads Setup** |
| --- |
| * Gain Business Manager Access * Conversion Tracking Setup * Pixel Setup & Install * Pixel Event Testing * Campaign Strategy * Demographics Research * Competitor Research * Campaign Setup * Ad Set Setup * Ads Setup * Ad Scheduling * Custom Audience Upload * Campaign Quality Assurance * Campaign Approval Link * Crossposting to Instagram * Campaign Launch * Post Launch Checkpoints |

| **Facebook Ads Monthly** |
| --- |
| * Campaign Optimization * Strategy Enhancement * Ad Optimization * Ad Split Testing * Ad Frequency Management * Audience A/B Testing & Optimization * Lookalike Audience Creation * Remarketing * Weekly Optimization Report * Monthly Progress Report |

For the purposes of authorizing ***Agency Name Here*** to start working, ***Agency Name Here*** and Customer hereby agree and acknowledge:

1. **RELATIONSHIP**

Customer is an independent entity and is not a strategic partner, franchisee, agent or employee of ***Agency Name Here***. ***Agency Name Here*** is an independent entity and is not a strategic partner, franchisee, agent or employee of Customer. Neither party will refer to the other party as anything implying a partnership type of arrangement.

1. **OWNERSHIP & CONFIDENTIALITY**

**2.1 OWNERSHIP OF DESIGNS**

All work and associated intellectual property generated by ***Agency Name Here*** as a direct result of this agreement, is to become the sole ownership of Customer once paid in full. ***Agency Name Here*** is prohibited from sharing or reselling any information collected or used on behalf of Customer with any third party or entity for any reason.

**2.2 OWNERSHIP OF DATA**

All Information collected for the Customer is to remain the exclusive property of the Customer as long as they abide by the term in this agreement. ***Agency Name Here*** will not rent, sell or lease any information.

**2.3 CONFIDENTIALITY**

The existence of this Agreement, and all information obtained from, or developed for, or on behalf of Customer by ***Agency Name Here*** as part of this Agreement, including but not limited to Marketing Collaterals, Graphics, Client data, Business plans and Financial information, Database files, and Email communication, is to be kept strictly confidential by ***Agency Name Here*** and is not to be shared with any third-party, partner or affiliate of ***Agency Name Here***, without receiving prior written approval from the Customer.

**3. PAYMENTS & DEADLINES**

**3.1 MONTHLY RECURRING CHARGES**

***Agency Name Here*** will charge the customer’s credit card monthly for the service provided. The credit card authorization form will be filled out separately, which will authorize the acceptance of the charges. Payments will be established prior to ***Agency Name Here*** initiating any campaign development or commencing designs.

**4. SERVICE LEVEL AGREEMENT (SLA)**

**4.1 ACCOUNT MANAGER AVAILABILITY**

***Agency Name Here*** account manager will be available during normal business working hours, 5 days a week, between 9:00AM to 5:00PM EST via Email and Phone.

**4.2 RESPONSE TIMES**

***Agency Name Here*** strives to respond to every email request or phone message pertaining to Customer projects as quickly as possible. ***Agency Name Here*** guarantees a maximum response time to Emails and Phone calls of 24 hours during normal business hours and 48 hours outside business hours.

**5. TERM AND TERMINATION**

**5.1 TERM**

This service agreement is a 6-Months minimum agreement between ***Agency Name Here*** and the customer. The start date will take effect at the date specified in paragraph one of this agreement. This Agreement shall remain in effect until the customer decides to terminate the service. Once the 6-months is over, this will turn into a month to month agreement without any notice. Customers must send a written email 30-days in advance to cancel services, but only after the 6-month original contract is over.

**6. MISCELLANEOUS**

The agreement must be construed as if both parties jointly wrote it and governed by Florida law except for its conflicts of laws principles. The Agreement constitutes the entire and exclusive agreement between the parties with respect to the subject matter hereof, and supersedes and replaces any other agreements, terms and conditions applicable to the subject matter hereof. No statements or promises have been relied upon in entering into this Agreement except as expressly set forth herein, and any conflicting or additional terms contained in any other documents (e.g. reference to a purchase order number) or oral discussions are void. Each party shall not disclose the terms or conditions of these Terms to any third party, except to its professional advisors under a strict duty of confidentiality or as necessary to comply with a government law, rule or regulation. Customer may grant approvals, permissions, extensions and consents by email, but any modifications by Customer to the Agreement must be made in a writing executed by both parties.

**PLEASE SIGN HERE TO SIGNIFY YOUR ACCEPTANCE OF WORK:**

COMPANY NAME\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ CUSTOMER NAME\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

DATE\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

CUSTOMER SIGNATURE\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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# **Credit Card Authorization Form**

Sign and complete this form to authorize ***Agency Name Here*** to charge your credit card. Once finished, email (***Agency Email Here***) it back.

**PLEASE COMPLETE THE INFORMATION BELOW:**

I, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ , authorize ***Agency Name Here*** to charge my credit card.

COMPANY NAME\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

BILLING ADDRESS\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

CITY, STATE, ZIP\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

CARD TYPE: ▢ Visa ▢ Master Card ▢ AMEX ▢ Discover

CARDHOLDER NAME\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

CARD NUMBER\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

EXPIRATION DATE\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ CVV2\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

I authorize ***Agency Name Here*** to charge the credit card indicated on this authorization form. I certify that I am an authorized user of this credit card and that I will not dispute any charges from ***Agency Name Here*** with my credit card company. There are no refunds on any printed items or work that has already been completed. I acknowledge that this form will be kept on file for any future orders with ***Agency Name Here*** unless told otherwise in a written statement.

SIGNATURE\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ DATE\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_