

The remuneration and settlement terms for each Service are defined in the Agreement.

SERVICE	DESCRIPTION
Advertising account audit	Analysis of current and past advertising performance across the Partner's ad accounts, which may also cover the Partner's website (layout, UX, conversion rate, responsiveness). The purpose is to identify opportunities to improve advertising effectiveness.
Online advertising management on Facebook, Google, and other platforms included in the Agreement	Ongoing management of the Partner's ad spend to achieve their business goals. Includes campaign creation and setup, ad group and ad configuration, targeting and placement optimization, and campaign structure within the ad platforms. Also includes communication with platform support teams where necessary (e.g. account suspensions). Does not include ad copy or creative asset production.
Pixel and tracking configuration with one-time campaign setup	Includes the advertising management service described above, plus one-time setup of campaigns, ad groups, ads, targeting, and placement configuration.
Pixel and tracking configuration on the Partner's websites	Installation and configuration of tracking pixels and tags on the Partner's websites receiving traffic from campaigns managed by the Company, enabling better ad targeting and performance optimization.
Advertising and marketing consulting	One-time or recurring online or in-person meetings to review the Partner's business goals, current results, and recommended actions. Does not include implementation unless separately agreed, but may include monitoring implementation by the Partner's team or third parties.
Marketing strategy creation	Creation of a personalized digital marketing strategy for the Partner, covering paid and/or organic channels.
Ad creative production (photos, animations, and videos)	Production of visual advertising assets for the Partner's products or services, created according to the Partner's guidelines. May be produced from scratch or using materials provided by the Partner.

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	If the product is physical, the Partner may be required to ship it to the Company at their own expense, including duties, taxes, and fees. Shipped products are not returnable.
Ad copy and landing page copywriting	Writing of marketing copy for the Partner's advertisements and landing pages.
Conversion rate optimization	Analysis of the Partner's website with recommendations for improvements to design, UX, hosting, media compression, and other factors affecting conversion rates. Implementation may be included as part of the service.
Email sequence and campaign creation	Creation of email sequences and campaigns targeting specific audience segments (e.g. cart abandoners, recent purchasers, newsletter subscribers). May include one-time campaigns or automated sequences.
Landing page creation	Creation of a dedicated landing page for a specific product or service, designed to present the offer and increase conversions.
Onboarding, discovery, and strategy	A structured process to understand the Partner's business, audience, existing assets, goals, and brand preferences. May include strategy calls, onboarding questionnaires, and development of an offer concept and product outline for the Partner's approval. Scope and format defined in the Agreement.
Done-for-you product creation	Creation of written content for the Partner's digital products, which may include core products, bonuses, order bumps, upsells, digital resources (worksheets, guides, templates, checklists, workbooks), course or program structures, and custom AI tools. The specific deliverables are defined in the Agreement. The Partner retains full ownership of all product content upon full payment.
Product design and assembly	Professional design and assembly of the Partner's products into their final format, which may include branded PDFs, slides, product mockups, graphics, and hosting of online programs or

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	courses on the Company's platform. Editable source files provided where applicable. Scope defined in the Agreement.
Complete funnel building	Building a complete sales funnel on the Company's Launchpad platform or another platform as agreed. May include sales pages, upsell pages, order bump integration, thank-you pages, mockups and graphics, custom domain connection, payment processor integration, tracking pixel configuration, and email automation setup. Scope defined in the Agreement.
Ad campaign setup and launch	Setup and launch of the Partner's initial advertising campaigns on Facebook, Google, or other platforms as defined in the Agreement. Includes campaign structure, targeting, ad creative placement, pixel tracking, conversion event verification, and funnel integration. After launch, the Partner takes over day-to-day management unless ongoing advertising management is included.
Post-launch support and advisory	Strategic support for a defined period after delivery of the core Services. May include ad performance analysis, budget and scaling guidance, creative and targeting recommendations, funnel optimization consulting, technical troubleshooting, and data interpretation. Channels, duration, and scope defined in the Agreement.
Video scripts and creative direction	Scripts for video ads, video sales letters (VSLs), or product videos, along with guidance on recording and integrating video content. Does not include video production or recording unless expressly stated in the Agreement.
Private mastermind and coaching	Ongoing one-on-one strategic support and coaching for the Partner's business, provided through a private communication channel (e.g. Slack) with direct access to the Company's representative. The service may also include group calls, accountability check-ins, and priority access to the Company's software tools and new features. The specific scope, format, frequency, and duration are defined in the Agreement.
Saisify software platform access	Access to the Company's proprietary AI platform, Saisify (saisify.com), for automated creation of digital products, courses, sales pages, email sequences, ad creative, and related business assets.

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	Provided on a subscription basis with credit-based usage tiers. Saisify remains the exclusive property of the Company. Plan, credit allocation, and duration defined in the Agreement.
Launchpad platform access (white-label GoHighLevel)	A sub-account on the Company's white-label platform, Launchpad, for hosting funnels, sales pages, products, email automations, and other digital assets. Includes the Company's proprietary templates and configurations. The platform remains the exclusive property of the Company. The Partner owns all content within their sub-account and may export it at any time. Duration and features defined in the Agreement.