



Managed Performance Marketing Services Description

Last Updated: January 22, 2025

All capitalized terms not defined herein shall have the meaning set forth in the applicable OF and the Terms.

1. General

Provider will provide the following Services to help manage digital marketing Channels identified in the OF on Clients' behalf.

Managed Performance Marketing Services allows a Client to manage its digital marketing campaigns across multiple Channels from a single interface, with features that include performance reporting, campaign management, and bid management. Unless otherwise specified in the applicable OF, Managed Marketplaces Services supports listing quantities of up to 250,000 products on a supported digital marketing Channel.

"Feeds" means the features and functionality of the Provider Materials that allow product data Feeds to be developed, managed, and sent to various online destinations for which Provider has an existing connection and/or template. Feeds destinations are included in the definition of "Channels" as defined in the OF. Unless otherwise specified in the applicable OF, Feeds support listing quantities of up to 250,000 products on a supported Feed.

2. Implementation

For the initial implementation Services, Client will work with Provider to complete a "Get Started" questionnaire. The parties will work together to create an implementation, which will detail implementation milestones and a checklist of tasks for each party.

3. Services Description

- 3.1** Provider will maintain the campaigns associated with Client's Channel account(s) by providing some or all of the following, where applicable:
 - 3.1.1** Bid Management. Provider will leverage the Provider Materials to optimize to Client's profitability goals for the managed Channels.
 - 3.1.2** Budget Management. Provider will manage Client's ad budget and allocate such spend across the managed Channels.
 - 3.1.3** Promotional Updates. Provider will work with Client to align promotional strategies to accurately display applicable promotions on managed Channels.
 - 3.1.4** Reporting & Analytics. In addition to Provider's standard reporting available through the Provider Materials and upon request by Client, Provider will provide regular performance reporting to Client.
 - 3.1.5** Strategy & Planning. Provider will work with Client to develop an ongoing strategy within the scope of the OF directed toward achieving Client's goals for the program.
 - 3.1.6** Feed Management. Provider will utilize proprietary methodologies and Provider's Materials to optimize Feeds by providing the following, where applicable:
 - a.** Category Mapping. Provider will configure and map product data to Feed destination taxonomy for new categories.
 - b.** Feed Creation. Provider will configure and map product data to applicable Feed destination in accordance with Client's requirements/specifications.
 - c.** Feed Submission. Provider will syndicate Feeds on a regular basis.
 - d.** Feed Monitoring. Provider will regularly monitor the status of inventory processes through the Feeds.
 - e.** Issue Identification & Resolution. Provider will identify and resolve Feed issues as they arise.

- f. Content Enhancements. Provider will apply product title and description enhancements upon Client's request to maximize offer visibility.

Additionally, for the specific Services identified in the SOW, Provider will also provide the following where applicable:

Specific Service Included	Scope
Search Engine Marketing Services	<ul style="list-style-type: none"> • Ad Copy Development. Provider will assist Client in the formatting, maintenance, optimization, and testing of ad copy to maximize clickthrough rates. • Audience Management. Provider will leverage proprietary methodologies to create audiences based on consumer behavior to better segment different valued consumers and align bid management strategies accordingly. • Campaign Development. Provider will architect a campaign structure to align with Client dynamics, including but not limited to budget, profit margin, pricing, and inventory data. • Keyword Management. Provider will assist Client in the creation of effective keywords that target qualified consumers to direct back to Client's website. • Query Management. Provider will regularly review user queries available on Channels and optimize Client ad copies based on performance.
Product Listing Ad Services	<ul style="list-style-type: none"> • Audience Management. Provider will leverage proprietary methodologies to create audiences based on consumer behavior to better segment different valued consumers and align bid management strategies accordingly. • Campaign Development. Provider will architect a campaign structure to align with Client dynamics, including but not limited to budget, profit margin, pricing, and inventory data. • Query Management. Provider will regularly review user queries available on Channels and optimize Client ad copies based on performance.
Video Advertising Services	<ul style="list-style-type: none"> • Ad Development. Provider will work with Client's advertising materials, as provided by Client to Provider, to help develop and test video advertising variations. • Audience Management. Provider will leverage proprietary methodologies to target audiences based on consumer behavior to better segment different valued consumers and align bid management strategies accordingly. • Campaign Development. Provider will architect a campaign structure to align with Client dynamics, including but not limited to budget, profit margin, and audience targeting. • Keyword Management. Provider will utilize top keyword data from Client's existing paid search (ex: from Google) efforts to create effective keywords that target qualified consumers on the applicable Channel. • Bid Management. Provider will leverage available ad spend bid strategies in alignment with Client's goals.

4. What's Required from Client

- 4.1 Client must properly install the applicable Channel and Feed destination tracking pixel (including updated versions of the pixel), which is necessary for automating delivery of inventory and pricing updates and for tracking certain performance metrics, such as Ad Spend.

- 4.2** Provider will not install any pixels or develop code on Client's behalf. Provider will work with Client to validate that pixels installed by Client and that Channel/Feed destination account configurations are successfully exchanging Client Data with the Provider Materials.
- 4.3** Client must have no more than 1,000 unique categories.
- 4.4** Client must have one-to-one SKU-per-Item relationship in place. Provider will either use an existing unique SKU value (which cannot exceed 40 characters in length) or generate a unique SKU for each item.
- 4.5** Client must provide up to 2 Inventory Feeds in a format that meets Provider's specifications or approval and must contain product page URLs of a single domain. "Inventory Feed" means a transfer of product data from Client to Provider by means of FTP or API.
- 4.6** The Client must update each Inventory Feed at least weekly.
- 4.7** Client is responsible for the design and identification of SKUs for promotions and marketing materials.
- 4.8** If Client would like to utilize Provider's APIs, then Client is responsible for integrating with Provider's API. All documentation is provided via the Provider Developer Network Google Group/Forum (<http://developer.channeladvisor.com>) and on the Provider Knowledge Center.