PPC Ad Management Agreement

This agreement is made between the Agency and the Client named below and takes effect on the date of the last signature.

Agency

LEGAL NAME

EMAIL

PHONE

GSTIN

ADDRESS

Client

FULL NAME

EMAIL

PHONE

ADDRESS

Scope of work

The Agency will set up, run and optimise paid ad campaigns on the platforms below within the Client's budget.

PLATFORMS

MONTHLY AD BUDGET (₹)

FEE MODEL

FEE (₹ OR %)

START DATE

END DATE

RENEWAL

Fees and payment

Payment method

- ◯ UPI
- ◯ Bank transfer
- ◯ Card

The management fee is invoiced monthly in advance and payable within 7 days. Ad spend is charged by the platform directly to the client's card or account.

Specific terms

- Budget caps. Daily caps are set so monthly spend does not exceed the budget by more than 5%.
- Tracking. The Client installs the tracking code the Agency provides; results depend on accurate tracking.
- Policy. The Agency follows each platform's ad policies; the Client is responsible for its product claims.

Standard terms

- Independent contractor. The Agency is an independent contractor, not an employee, and is responsible for its own staff, taxes and statutory dues.
- Ownership. Once the Client has paid in full, the Client owns the final deliverables. The Agency keeps its pre-existing tools, templates and know-how, and may show the work in a portfolio unless the Client objects in writing.
- Confidentiality. Each party keeps the other's non-public information confidential during this agreement and for two years after it ends.
- Liability. Except for fraud, wilful misconduct or breach of confidentiality, each party's total liability is limited to the fees paid in the three months before the claim.
- Termination. Either party may end this agreement by written notice of the period chosen below, or at once if the other party commits a serious breach and does not fix it within 7 days. The Client pays for work done up to the end date.
- Taxes. Fees exclude GST, which is added to invoices where applicable.

Notice period to terminate

◯ 7 days ◯ 15 days ◯ 30 days

Initials

General terms

- Governing law. This document is governed by the laws of India.
- Entire agreement. This document is the whole agreement between the parties on its subject and replaces earlier discussions.
- Amendments. Changes are valid only in writing signed by both parties.
- Severability. If a clause is unenforceable, the rest of the document still applies.
- Notices. Notices may be sent to the email addresses given above and take effect on delivery.
- Electronic signatures. The parties agree to sign electronically; electronic signatures and records are valid under the Information Technology Act, 2000.

Agency

SIGNATURE

PRINTED NAME

DATE

Client

SIGNATURE

PRINTED NAME

DATE