










RECBOUNDD



SERVICE LEVEL AGREEMENT

This Service Level Agreement ("SLA") sets out the requirements and timescales the Supplier requires from the Customer, in order to fulfil inbound and outbound marketing services pursuant to the attached Main Agreement.

INBOUND MARKETING SERVICES




	SUPPORT REQUEST	SUPPLIER REQUIREMENTS	CUSTOMER SERVICE LEVEL UPON SUPPLIER REQUEST
IMAGES AND GIFS	 Job image / GIF	<ul style="list-style-type: none"> • Job title • Salary • Location • Why is it a good position to apply for? • Contact details 	24 hours
	 Testimonial image / GIF	<ul style="list-style-type: none"> • Testimonial text • Relevant person that the testimonial is about • Optional: image of the person 	24 hours
VIDEO AND ANIMATION	 Kinetic text Animation	<ul style="list-style-type: none"> • Job title • Salary • Location • Why is it a good position to apply for? • Contact details 	48 hours
	 Video (requiring subtitles)	<ul style="list-style-type: none"> • Video of you speaking, recorded on phone or laptop in good lighting 	48 hours
	 Podcast videos	<ul style="list-style-type: none"> • Original recording • Guest details 	7 Days
	 Animations	<ul style="list-style-type: none"> • Theme needed for a 10–20 second animation 	7 Days
CONTENT	 Guides and brochures	<ul style="list-style-type: none"> • Subject • Relevant information • Places for research 	7 days
	 Newsletter	<ul style="list-style-type: none"> • Relevant content 	7 days
DESIGN	 Carousel	<ul style="list-style-type: none"> • Link to relevant article • Source to reference 	72 hours
	One-page sales collateral	<ul style="list-style-type: none"> • Relevant content 	72 hours
	Other sales collateral	<ul style="list-style-type: none"> • Relevant content 	72 hours

OUTBOUND MARKETING SERVICES

SUPPORT REQUEST	SUPPLIER REQUIREMENTS	CUSTOMER SERVICE LEVEL UPON SUPPLIER REQUEST
EMAIL OR MESSAGING CAMPAIGNS		
 New user set up	<ul style="list-style-type: none"> • Email Address • Password • Connected Inbox • Who to contact to set up DNS where required 	24 hours
Campaign to existing contacts	CONTENT <ul style="list-style-type: none"> • Subject line(s) and email body – for initial e-mail and optional follow-ups. CONTACTS <ul style="list-style-type: none"> • Existing campaign/list name • Exclusion(s) 	48 hours
 Campaign to new contacts (with first + last name) data search required	CONTENT <ul style="list-style-type: none"> • Subject line(s) and email body – for initial e-mail and optional follow-ups. CONTACTS <ul style="list-style-type: none"> • List of contacts 	7 days
Campaign to new contacts (without names – fresh search) data search required	CONTENT <ul style="list-style-type: none"> • Subject line(s) and email body – for initial e-mail and optional follow-ups. SEARCH CRITERIA <ul style="list-style-type: none"> • Job Title(s) • Location(s) • Company specifics: Industry, Size, HQ Location, Specified Company List etc... • Exclusion(s) 	7 days



DATA AND LIST MANAGEMENT

SUPPORT REQUEST	SUPPLIER REQUIREMENTS	CUSTOMER SERVICE LEVEL UPON SUPPLIER REQUEST
 Existing contacts (spreadsheet)	CONTACTS <ul style="list-style-type: none"> • Spreadsheet • Where to upload it + logins where necessary • Contacts or candidates? • Optional: Desired list name • Optional: Column headings <p>Optional: Specifications of any additional properties – fields, tags, etc</p>	7 days
 Existing contacts (other source: CRM, drip tool, email, etc)	CONTACTS <ul style="list-style-type: none"> • Column headings • Contacts or candidates? • Optional: Where to upload + logins where necessary • Optional: Desired list name • Optional: Specifications of any additional properties – fields, tags, etc 	7 days
 New contacts	ACCESS <ul style="list-style-type: none"> • Where to upload it • Logins where necessary SEARCH CRITERIA <ul style="list-style-type: none"> • Job Title(s) • Location(s) • Company specifics: Industry, Size, HQ Location, Specified Company List etc... • Exclusion(s) 	7 days



1. INTERPRETATION

The following definitions and rules of interpretation apply in this agreement.

1.1. Definitions:

Main Agreement: the agreement to which this SLA relates.

Service Levels: the service level responses and response times referred to in the Service Level Table.

Service Level Table: the table set out above.

Support Request: request made by the Customer in accordance with this SLA for support in relation to Marketing Services.

Marketing Services: means, as the context permits, (i) the services listed in clause 3, or (ii) the services supplied to the Customer by the Supplier pursuant to an Order.

1.2. All initial capitalised terms shall have the meaning given to them in the Main Agreement, unless otherwise defined herein.

2. SERVICE LEVELS

2.1. The parties shall respond to all requests, in accordance with the responses and response times specified in the Service Level Table set above.

2.2. The parties may, on a case-by-case basis, agree in writing to a reasonable extension of the Service Level response times.

3. MARKETING SERVICES

3.1. The Supplier may reasonably determine that any services are out-of-scope of the agreed Marketing Services. If the Supplier makes any such determination, it shall promptly notify the Customer of that determination.

3.2. The Customer acknowledges that the Supplier is not obliged to provide out-of-scope services.

3.3. The Supplier shall use reasonable endeavours to complete the Services in accordance with this SLA in all material respects.

3.4. The Supplier shall use reasonable endeavours to meet any performance dates set out in the Service Level Table but any such dates shall be estimates only and time for performance by the Supplier shall not be of the essence of this SLA.

4. COMMUNICATIONS

4.1. In addition to the mechanisms for giving notice specified in clause 18 of the Main Agreement, the parties may communicate in respect of any matter referred to in this SLA by e-mail (unless specified otherwise).