# SERVICE LEVEL AGREEMENT

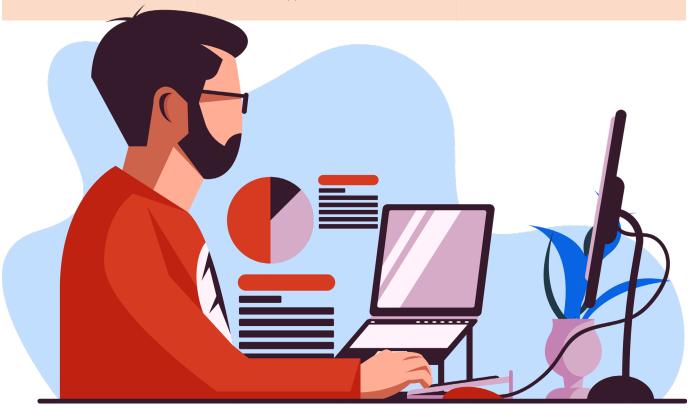
This Service Level Agreement ("SLA") sets out the requirements and timescales the Supplier requires from the Customer, in order to fulfil inbound and outbound marketing services pursuant to the attached Main Agreement.

### INBOUND MARKETING SERVICES

	SUPPORT REQUEST		SUPPLIER REQUIREMENTS	CUSTOMER SERVICE LEVEL UPON SUPPLIER REQUEST
VIDEO AND ANIMATION IMAGES AND GIFS	Ĥ	Job image / GIF	<ul> <li>Job title</li> <li>Salary</li> <li>Location</li> <li>Why is it a good position to apply for?</li> <li>Contact details</li> </ul>	24 hours
		Testimonial image / GIF	<ul> <li>Testimonial text</li> <li>Relevant person that the testimonial is about</li> <li>Optional: image of the person</li> </ul>	24 hours
		Kinetic text Animation	<ul><li>Job title</li><li>Salary</li><li>Location</li><li>Why is it a good position to apply for?</li><li>Contact details</li></ul>	48 hours
	D	Video (requiring subtitles)	<ul> <li>Video of you speaking, recorded on phone or laptop in good lighting</li> </ul>	48 hours
	<u></u>	Podcast videos	<ul><li>Original recording</li><li>Guest details</li></ul>	7 Days
		Animations	· Theme needed for a 10-20 second animation	7 Days
DESIGN CONTENT		Guides and brochures	<ul><li>Subject</li><li>Relevant information</li><li>Places for research</li></ul>	7 days
		Newsletter	· Relevant content	7 days
	FI.	Carousel	Link to relevant article     Source to reference	72 hours
		One-page sales collateral	· Relevant content	72 hours
		Other sales collateral	· Relevant content	72 hours

# **OUTBOUND MARKETING SERVICES**

SUPF	PORT REQUEST	SUPPLIER REQUIREMENTS	CUSTOMER SERVICE LEVEL UPON SUPPLIER REQUEST
EMA	IL OR MESSAGING (	CAMPAIGNS	
<u> </u>	New user set up	<ul> <li>Email Address</li> <li>Password</li> <li>Connected Inbox</li> <li>Who to contact to set up DNS where required</li> </ul>	24 hours
	Campaign to existing contacts	CONTENT  • Subject line(s) and email body – for initial e-mail and optional follow-ups.  CONTACTS  • Existing campaign/list name Exclusion(s)	48 hours
	Campaign to new contacts (with first + last name) data search required	CONTENT  • Subject line(s) and email body – for initial e-mail and optional follow-ups.  CONTACTS  • List of contacts	7 days
	Campaign to new contacts (without names – fresh search) data search required	CONTENT  Subject line(s) and email body – for initial e-mail and optional follow-ups.  SEARCH CRITERIA  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  • Spreadsheet • Where to upload it + logins where necessary • Contacts or candidates? • Optional: Desired list name • Optional: Column headings  Optional: Specifications of any additional properties – fields, tags, etc	7 days
Existing contacts (other source: CRM, drip tool, email, etc)	CONTACTS  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  Where to upload it Logins where necessary  SEARCH CRITERIA  Job Title(s) Location(s) Company specifics: Industry, Size, HQ Location, Specified Company List etc Exclusion(s)	7 days



## **RECBOUND**

#### 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).

