

# PPCJuice Service Order Form (SOW)

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Issued by OmniPro LTD (C 106467), Triq La Sengle 2, Marsaskala MSK 1202, Malta ("PPCJuice"). Contact: alexander@ppcjuice.com.

## Parties

Client legal name	_____
Company / registration no.	_____
Address	_____
Primary contact name + title	_____
Email	_____

## Engagement Summary

<b>Service</b>	<input type="checkbox"/> Google Ads Audit (one-time) <input type="checkbox"/> Google Ads Consultant (monthly) <input type="checkbox"/> Google Ads Growth (monthly)
<b>Start date</b>	___ / ___ / _____
<b>Billing</b>	<input type="checkbox"/> Monthly (rolling) <input type="checkbox"/> Quarterly commitment (3 months, billed monthly, 20% discount)
<b>Fees</b>	Audit: _____ Consultant: € _____ /mo Growth: € _____ /mo Currency: <input type="checkbox"/> EUR <input type="checkbox"/> USD <input type="checkbox"/> GBP <input type="checkbox"/> SEK
<b>Ad accounts in scope</b>	Google Ads accounts: _____ (Growth includes up to 2 Google Ads accounts by default)
<b>Multi-account add-on (Growth)</b>	Each additional Google Ads account: +10% of base Growth fee per account per month (unless agreed otherwise)
<b>Primary success metrics</b>	CPA: _____ FTDs: _____ Deposits/value signals (if available): _____ Other: _____

## Scope Summary (high level)

Specific scope, channels, and reporting cadence may be refined in writing. Items not listed are out of scope unless agreed.

### Google Ads Audit (one-time)

- Health check focused on waste, measurement, and scale blockers.
- Findings call and prioritised next steps (no long PDF unless agreed).
- Audit fee credited against first month if you engage Consultant/Growth within 30 days (unless agreed otherwise).

## Google Ads Consultant (monthly)

- Senior oversight for in-house execution (weekly KPI review + action priorities).
- Written decision memo (what to change next, why, and expected impact).
- Optional training/coaching for your in-house buyer (as agreed).

## Google Ads Growth (monthly)

- Full-service daily management with full account ownership (structure, keywords, ads, bids).
- Weekly leadership updates; QBRs and competitor/auction context where available.
- Growth onboarding is limited to protect delivery quality; capacity may vary by quarter.

## Commercial Terms (summary)

**Billing:** Consultant and Growth are billed monthly in advance unless otherwise agreed. Audit is billed upfront to start. Invoices are due on receipt unless otherwise stated.

**Quarterly commitment:** If you select Quarterly commitment (20% discount), you commit to 3 months minimum. If you terminate early, a discount adjustment applies so months delivered are charged at the standard monthly rate.

**Termination:** Monthly plans may be cancelled by either party with 30 days written notice. We may pause work for overdue invoices or compliance/policy risk.

**Client responsibilities:** You provide timely access, approvals, and accurate conversion definitions. You remain responsible for licensing and compliance in your target markets.

## Incorporation of PPCJuice Terms

This Order Form incorporates the PPCJuice Terms & Conditions (Service Terms) published on the PPCJuice website and updated from time to time. If there is a conflict, this Order Form controls for fees, term, and account scope.

## Signatures

Client (authorised signatory)	PPCJuice (OmniPro LTD)
Name: _____	Name: _____
Title: _____	Title: _____
Signature: _____	Signature: _____
Date: ____ / ____ / _____	Date: ____ / ____ / _____

Note: This template is provided for convenience and is not legal advice. Please have your counsel review before use.