

PPCJuice Service Order Form (SOW)

Last updated: March 29, 2026 | Issued by OmniPro LTD (C 106467), Triq La Sengle 2, Marsaskala MSK 1202, Malta ("PPCJuice"). Contact: alexander@ppcjuice.com.

This Order Form records the commercial terms for the services selected below. It is designed to keep scope, channels, fees, and responsibilities clear for both parties.

PARTIES

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

ENGAGEMENT SUMMARY

Selected service	<input type="checkbox"/> PPC Audit (one-time / scoped) <input type="checkbox"/> PPC Growth (monthly / ongoing)
Start date	___ / ___ / _____
Billing	<input type="checkbox"/> Audit billed upfront <input type="checkbox"/> Monthly in advance <input type="checkbox"/> Other: _____
Quoted fee(s)	PPC Audit: € _____ PPC Growth: € _____ /month
Currency	<input type="checkbox"/> EUR <input type="checkbox"/> USD <input type="checkbox"/> GBP <input type="checkbox"/> SEK
Brands in scope	_____
Markets in scope	_____
Accounts / properties in scope	_____
Channels in scope	<input type="checkbox"/> Google Ads <input type="checkbox"/> Bing Ads <input type="checkbox"/> YouTube Ads <input type="checkbox"/> Display Ads <input type="checkbox"/> App Store Ads <input type="checkbox"/> Google Play Ads <input type="checkbox"/> ChatGPT Ads <input type="checkbox"/> GA4 <input type="checkbox"/> Other: _____
Primary success metrics	CPA: _____ FTDs: _____ Deposits / value signals: _____ Other: _____
Reporting cadence	<input type="checkbox"/> Weekly <input type="checkbox"/> Monthly <input type="checkbox"/> Other: _____
Additional scope notes / exclusions	_____ _____

Pricing basis: PPC Audit is quoted after scope, account depth, and market count. PPC Growth is quoted after brands, markets, channels, and execution scope.

SCOPE SUMMARY (HIGH LEVEL)

Specific scope, channels, deliverables, and reporting may be refined in writing. Anything not listed here is out of scope unless agreed.

PPC Audit (one-time / scoped)

- One-time deep dive covering structure, targeting, tracking, spend flow, measurement quality, and relevant scale blockers.
- Review may include campaign structure, search term quality, match control, waste patterns, landing-path friction, and account-specific risks as applicable.
- Output is a prioritised action plan setting out the main blockers, recommended fixes, and suggested next steps.
- Where agreed in writing, the audit fee may be credited toward PPC Growth if onboarding starts within 30 days.

PPC Growth (monthly / ongoing)

- Custom-quoted paid acquisition management based on the brands, markets, channels, and execution scope selected above.
- Scope may include Google Ads, Bing Ads, YouTube Ads, Display Ads, App Store Ads, Google Play Ads, ChatGPT Ads, and GA4 / measurement support, as selected.
- Delivery may include strategy, account build or rebuild, campaign management, optimisation, ad testing, landing-page testing recommendations, budget control, measurement QA, reporting, and weekly decision-making.
- Multi-account scope scales with market count, spend, and account complexity. Capacity and onboarding timing may vary by quarter.

COMMERCIAL TERMS (SUMMARY)

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

Term & cancellation: PPC Growth runs on a rolling monthly basis unless another term is agreed in writing. Either party may cancel with 30 days' written notice. PPCJuice may pause work for overdue invoices or material compliance / policy risk.

Client responsibilities: The Client provides timely access, approvals, accurate conversion definitions, tracking inputs, and necessary compliance information. The Client remains responsible for licensing and compliance in its target markets.

Data protection: If PPCJuice processes personal data on the Client's behalf, the PPCJuice Data Processing Agreement (DPA) applies where executed or otherwise incorporated by the parties' agreement.

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 the selected services, quoted fees, term, channels, and account scope.

SIGNATURES

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

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