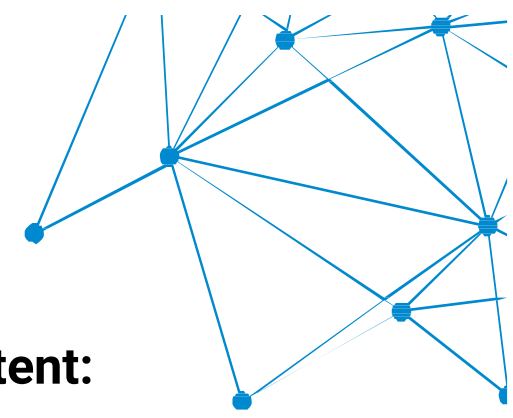




GUIDELINES FOR THE CLIENT

NECESSARY MATERIALS



Required elements to create a campaign:

1. Graphics that will be used in content (files or source from they can be downloaded).
2. Link to landing page (LP).
3. If the LP is not ready or do not exist, please provide a detailed description of the product or content of the future LP.
4. Information if we can place our tracking codes on the LP, which will be used to optimize the campaign.
5. Tracking.
6. Campaign KPIs - guaranteed ones as well as those that matter to the client.

Required elements to create content:

1. Guidelines on the theme: In what context does the client want to be presented or what context should be avoided. Features of the product/service that need to be emphasized, market differentiators.
2. Detailed information about the brand, product/service that can be used in creating content.
3. Any press releases, reports, or research that may help in creating content.
4. Words and phrases that should be used or avoided when describing the product/service.
5. If available: lifestyle product images that can be used to illustrate content.

*Only materials that the client has the right to use.

