



June 2022

Terms and Conditions for the CEO Analytics 200% ROI Guarantee

Terms: CEO will return at least 200% on your investment with CEO Analytics measured in revenues.

General Conditions

Client must be selling some product that generates revenues online. This could be a physical product or a service.

Client must have had at least 3 different advertising efforts or campaigns for this product so that CEO can establish a benchmark for your cost/action. This action can be direct sales, subscriptions, downloads or other such action which can be measured.

These sales efforts or campaigns must have happened within the past 12 months.

The advertising efforts or campaigns which will be implemented by the Client under our 200% ROI guarantee must be substantially similar to the previous efforts in scope and budget.

Survey & Data Collection Conditions

Client must choose a managed plan.

CEO Analytics will work with Client and Client team to create a survey that captures demographic and attitudinal data. CEO will hold one or two discovery sessions to discuss what factors (demographic and attitudinal) seem to drive sales.

CEO Analytics will create the survey included in your package. CEO will then provide Client with a link that will be used to publish the survey in all consumer touchpoints. These touchpoints include (but are not limited to): websites, social media, newsletters, advertising, in-store signage, QR codes and more. CEO will also help the Client and Client team publish the link correctly.

CEO will begin analyzing the data internally when 100 completed surveys are collected. Depending on the package chosen we will create the first report when 300 completed surveys are collected or 3 months, whichever comes first.

At that point, CEO will meet with Client and Client team to go over the data, analysis and findings.

Creative & Messaging Conditions

CEO will work with Client and the Client team to create messages that reflect the results CEO found after the survey and analysis. The work can be performed in conjunction with Client's in-house and/or external teams.

We may also propose new media channels in order to improve your ROI. We will work with you and your team to analyze these channels.

For a custom-made ROI model and specific conditions for your business, please contact: Marcelo Salup
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