



## CAMPAIGN SERVICES DESCRIPTION (“CSD”)

Last Updated: February 1, 2024

This Campaign Services Description (“CSD”) serves as a guiding document for the campaign services (“**Campaign Services**”) offered by Mavrck LLC dba Later Influence (“**Later Influence**”) and is governed by the Master Campaign Services Agreement between Later Influence and Customer (the “**Campaign Agreement**”). In the event of a conflict between this CSD and the Campaign Agreement, the Campaign Agreement will prevail.

Later Influence will provide Customer with the Campaign Services referenced in the Customer's Sales Order (“**SO**”), subject to this CSD and the Campaign Agreement. Changes or additions to the Campaign Services beyond those specified in a particular SO must be mutually agreed upon and may result in additional charges to the Customer.

### Standard Campaign Service Packages

Later Influence offers three levels of standard campaign service packages (the “**Standard Campaign Packages**”): Gold, Diamond, and Platinum. Later Influence's Standard Campaign Packages include the following, based on the Package Level purchased by the Customer as noted in the applicable SO:

SERVICE	CAMPAIGN SERVICE PACKAGE LEVELS		
	GOLD	DIAMOND	PLATINUM
<b>Brief &amp; Strategy</b> <i>Ownership &amp; development of campaign brief &amp; strategy</i>	Customer	Customer	Later Influence
<b>Creator Sourcing &amp; Curation</b> <i>Includes initial sourcing, list building, and curation</i>	Later Influence	Later Influence	Later Influence
<b>Content Draft Review</b> <i>Initial draft review ownership (Up to 2 rounds of draft reviews included).  Final approval always remains with Customer</i>	Customer	Customer	Later Influence
<b>Content</b>	Customer	Later Influence	Later Influence



<b>Monitoring</b> <i>Monitoring of content after it is live to provide updates to brand on sentiment or virality of reception.</i>			
<b>Reporting</b> <i>Includes full wrap report on creator's content</i>	Later Influence	Later Influence	Later Influence
<b>Campaign Timing</b> <i>Approximate campaign length, from kick-off to wrap report. Final campaign timing subject to mutual agreement. See Campaign Services Agreement.</i>	6-16 Weeks	6-16 weeks	6-16 weeks
<b>Creators Available</b> <i>Based on level of lift needed.</i>  <i>Macro &amp; Mega creators will include support for contract &amp; negotiations</i>	Mid-Tier Micro Nano	Mid-Tier Micro Nano	Mega Macro Mid-Tier Micro Nano

#### **Available Add-Ons**

Services not included in the descriptions of the Standard Campaign Packages are not included and are considered add-ons ("Add-Ons"). **ALL ADD-ONS ARE SUBJECT TO ADDITIONAL LATER INFLUENCE FEES, CREATOR FEES, AND/OR OTHER COSTS, AND MAY RESULT IN DELAYS OR ADJUSTMENTS TO ESTIMATED CAMPAIGN TIMING.** Add-Ons include, but are not limited to, the following:

<b>ADD-ON TYPE</b>	<b>DESCRIPTION</b>
Paid Amplification	Paid amplification of creator deliverables.
Creator Exclusivity Rights	Obtaining exclusivity rights from creators (brand or category).



Reshoots	Creators requested to perform reshoots.
Additional Draft Reviews	Out of scope and/or additional rounds of draft creative and/or associated reviews.
In Depth Concepting Creation	Out of scope scripting or concepting.
Additional Creators	Additional creators beyond standard scope.
Additional Channels	Creative posted to additional channels.
In-Person Travel (Creator or Later Influence Personnel, as applicable)	Compensation for travel to location, accommodations, food stipend, etc.
Custom Services	Bespoke services.

**Changes:** Later Influence reserves the right to change, discontinue, terminate, replace, or otherwise modify (“change”) this CSD, the Campaign Services, the Add-Ons, or any portion thereof, at any time without notice. Notwithstanding the foregoing, such changes will not apply to any active SO entered prior to the Effective Date of such change, unless such SO is amended to include such change.