



LICENSE SUPPORT SERVICES DESCRIPTION (“SSD”)

Last Updated: February 1, 2024

This License Support Services Description (“SSD”) serves as a guiding document for the license services (“**License Services**”) contained in the Sales Order (“**SO**”) between Mavrck LLC dba Later Influence (“**Later Influence**”) and Customer, and is governed by the governed by either the Software-As-A-Service Agreement (Brand) or Software-As-A-Service Agency Agreement (Agency) (the “**SAAS Agreement**”).

Later Influence will provide Customer with the License Services referenced in the applicable SO, subject to this SSD and the SAAS Agreement. Changes or additions to the License Services beyond those specified in a particular SO must be mutually agreed upon and may result in additional charges to the Customer.

The following are types of License Services:

Core Services

When you purchase a software-as-a-service licence (Create or Create+) from Later Influence, you will automatically receive access to our Core Services. “**Core Services**” consist of access to support for campaign setup and influencer list building through Later Influence’s automated support ticketing system only.

Your access to Core Services is contingent upon reasonable usage. Later Influence reserves the right to evaluate and determine the reasonableness of your usage of Core Services at any time. If Later Influence determines, in its sole discretion, that your usage is excessive or unreasonable, then Later Influence may limit your access to Core Services or Later Influence require you to pay for Core Services that it deems as excessive or to purchase a Premium Services package.

Premium Services

When you purchase a software licence (Create or Create+) from Later Influence, you may choose to upgrade from Core Services to Premium Services (“**Premium Services**”). Upgrading to Premium Services will supersede and replace your access to Core Services. Later Influence offers four tiers of Premium Services packages:

Package	Licence Services hours included
Gold Services	Up to 20 hours per month
Diamond Services	Up to 30 hours per month
Platinum Services	Up to 40 hours per month
Enterprise Services	Custom

When you purchase a Premium Services package, you may choose to use your included monthly hours to assist you with any of the following:



Category	Available Support
Strategy and Planning	<ul style="list-style-type: none">• Influencer Program Strategy & Workflow Optimization• Campaign Planning & Setup• Annual/Seasonal Program Planning• Strategy & Innovation Workshops• Competitive Audit & Analysis
Recruitment and Communication	<ul style="list-style-type: none">• Influencer Recruiting & Management• Incentive Management & Fulfillment• Ambassador Program Recruitment• Influencer-Generated Surveys & Insights• Messaging Templates & Inbox Management
Amplification and Scaling	<ul style="list-style-type: none">• Content Repurposing• Syndication and Boosting• Paid Media Planning & Management• Influencer-Generated Ratings & Review
Measurement and Reporting	<ul style="list-style-type: none">• Campaign Metrics Analysis• Brand & Sales Lift Studies• Forecasting & Benchmark Development• Referral Code & Coupon Code Tracking

Please note that you will remain responsible for final review and approval of any/all support services provided by Later Influence.

Core and Premium Services Additional Terms

Hours Expiration. Any unused portion of the monthly hours as part of this engagement will expire and may not be carried over to the next month.

Hours Reporting. Each month a summary of the hours used will be provided to Customer on request.

Upgradability. At any time in a given month Customer may choose to upgrade their Support Services package (for the remainder of their contract term) and will receive the upgraded hours for that particular month as well as the following months (without pro-ration).



Hours Multiplier. Some requested work requires the assistance of additional resources outside of the Services team. Such resources may be billed at a multiplier – i.e. product managers or developers may be 1.5x-2.0x against the actual hours worked. If Customer requests work that requires a team member with a multiplier hourly rate Mavrck will notify Customer and Customer shall confirm such work prior to it being done.

Changes: Later Influence reserves the right to change, discontinue, terminate, replace, or otherwise modify (“change”) this SSD, the License Services, or any portion thereof, at any time without notice.