

# WELD LEADS – LEAD GENERATOR TERMS & CONDITIONS

## PERFORMANCE MARKETING & PAID ADVERTISING SERVICE AGREEMENT

**Last Updated:** May 2026

This Service Agreement governs the **Lead Generator** packages (Core Lead Gen, Advanced Growth) provided by **Weld Leads** ("the Provider", "we", "us") to the client enterprise ("the Client", "you"). By activating our paid advertising management services, you agree to the following operational and financial terms.

### 1. PERFORMANCE MARKETING PACKAGE BREAKDOWN

The Lead Generator service focuses exclusively on deploying highly targeted B2B direct-response campaigns to secure high-value commercial inquiries, main contractor tenders, and inbound phone leads.

- **Core Lead Gen (£450 / month + VAT):** Management of Meta Lead Ads + 2 active targeted ad campaigns simultaneously + Weekly performance optimization + CRM pipeline routing.
- **Advanced Growth (£750 / month + VAT):** Management of multiple advanced ad sets + Active A/B creative, video, and copy testing + Multistep lead pre-qualification filters + Priority CRM workflow integration.

### 2. SEPARATION OF FEES: MANAGEMENT RETAINER VS. ADVERTISING SPEND

- **Management Fee Only:** The monthly fees (£450 and £750 + VAT) represent **Weld Leads' professional retainer fee strictly for the engineering, deployment, and daily management of your campaigns.**
- **Direct Media Billing (Ad Spend):** These retainer prices **DO NOT** include the actual advertising budget (Ad Spend) paid to the network networks (e.g., Meta/Facebook).
- **Billing Infrastructure:** The Client must connect a valid corporate credit or debit card directly inside the ad platform's billing settings (e.g., Meta Business Manager). All ad platform consumption costs will be billed directly by the platform to the Client's card. Weld Leads will never process or markup the Client's direct ad budget.

### 3. TAXATION (+VAT)

All prices, rates, and retainers quoted across Weld Leads promotional materials or agreements are strictly **exclusive of United Kingdom Value Added Tax (VAT)**. VAT will be applied at the standard UK legislative rate (currently 20%) and added onto all monthly management invoices.

### 4. SERVICE PRE-REQUISITES & TIMEFRAMES

- **Creative Assets:** The Client must supply raw project media (e.g., workshop pictures, structural execution credentials, weld macro-test certifications, shop floor walk-through videos) via our shared workspace within 7 days of onboarding.
- **Lead Lead Actioning:** Because lead conversion decays rapidly within the first hours, the Client understands that following up with routed phone calls or form inquiries promptly is their own commercial responsibility.

### 5. ROLLING TERMS & CANCELLATION

- Services operate on a flexible, rolling 30-day monthly cycle.
- To terminate or pause the management retainer without triggering automated renewal, written cancellation notice must be submitted via email exactly **14 days prior** to the next scheduled monthly invoice date.