

## Alchemy Social Ad Manager – Service Description

### 1. Access to Alchemy Social Ad Manager Application

(a) **Web Based Application.** Alchemy Social will provide the Client with access to the Alchemy Social Ad Manager web based application (the "**Alchemy Application**") in order to access the Alchemy Social Ad Manager System ("**The Alchemy System**"). The Alchemy Application shall be available for use by the Client in accordance with the Agreement for the Provision of Services – Alchemy Social Ad Manager.

(b) **Passwords.** Alchemy Social will create at least one login and password dedicated to the Client's account using the Alchemy System. Further logins and password, and changes to existing passwords, can be arranged via the Client's account manager.

(c) **Support of Web Browsers.** The Alchemy Application shall be capable of operating when accessed using the most recent version (and the two previous major versions) of Firefox, Chrome and Safari. Alchemy Social does not recommend using Internet Explorer for accessing the Alchemy Application.

### 2. Standard Alchemy Social Services via the Alchemy Application

(a) **Campaign management tool.** The ability to create, edit, schedule, preview, deliver, track and optimise Social Media Platform Provider campaigns as follows:

(i) Creation of Social Media Platform Provider campaigns and adverts.

(ii) Edits to campaign name, budgets and start/end dates, status. Edits to advert names, bids (where the ad unit supports custom bidding), creative, targeting and status.

(iii) Preview campaigns and adverts before posting to Social Media Platform Provider

(iv) Track conversions through the Alchemy Social conversion tracking systems described in 2(e) below:

(v) Optimise campaigns and adverts, day parting, and Social Media Platform Provider optimised CPM.

(vi) Target campaigns and adverts by choosing and bidding for possible audience descriptions provided by the Social Media Platform Provider (which do not include Personal Data);

(vii) Creation of bespoke audience segments through Social Media Platform Provider's "audiences" system described below:

(b) **Data management tools.** The ability to view and segment campaign and advert performance data by campaign, tag and client (campaign level data only); ad, ad type, targeting and creative (ad level data only).

(c) **Reporting.** Access to dashboard and CSV reporting as follows:

(i) Ability to report on any performance metric supplied by Social Media Platform Provider (within 90 days of first availability) at campaign and advert level by day.

(ii) Additional conversion metrics are available to be used with the integrated conversion tracking options.

(iii) Campaign and advert level reports can be exported into CSV/Excel.

(iv) Dashboard report generator where users can create a customised report on the performance of a campaign using widgets provided. Generated reports can be downloaded as a PDF.

(v) Account level performance overview.

(d) **Bulk Uploader.** Access to a bulk uploader for bulk upload and editing of adverts.

(e) **Conversion Tracking.** Conversions are tracked via either -

- Tracking code provided to the Client by Alchemy Social in relation to each campaign with Cookies deposited on click through by Alchemy Social; or
- By server-to-server tracking using tracking code provided to the Client by Alchemy Social in relation to each campaign; or
- Import of aggregate data from a third party service

If not imported from a third party service, conversions are tracked by using Cookies and the criteria for a conversion are defined by the Client. Cookies are used to identify if a Social Media Platform Provider user completes a conversion. The information that is passed via the Cookie to Alchemy Social allows Alchemy Social to identify the last campaign, advert and the click time that relates to the conversion. This information is tracked via an anonymous identifier and Alchemy Social shall ensure that the information collected by the Cookies set by Alchemy Social contains no Personal Data.

### 3. Managing Data Transfers.

Custom audiences are created by the Client, by either uploading email addresses or mobile telephone numbers belonging to individuals that the Client wants to target within the Social Media Platform Provider (using the Alchemy System), in accordance with the Social Media Platform Provider's policies and procedures. The custom audience will then be provided by the Social Media Platform Provider to the Alchemy System for use by the Client. No Personal Data relating to the custom audience will be passed from the Social Media Platform Provider to Alchemy Social.

When integrating with the Social Media Platform "audiences" system data will be imported into the Alchemy Application using the following standards:

(a) CSV file of email address, phone number, or Facebook userID for each user record.

(b) Files will be posted to the Alchemy Application using a secure SSL connection.

(c) The Alchemy Application will transmit any email addresses or phone numbers to Social Media Platform Provider in an anonymised "hashed" form through secure SSL connection.

(d) All uploaded data will be deleted from the Alchemy Application within 24 hours.

The Alchemy Social System will never import any Social Media Platform Provider email data and audiences cannot be exported or un-hashed once uploaded to the Social Media Platform Provider. The Client can also use the above process to create "exclusion lists" to exclude Social Media Platform Provider users from targeted adverts.

### 4. Account Manager

After the Evaluation Period, the Client will be allocated an Account Manager for support purposes and responding to queries relating to the Alchemy Application and the Alchemy System. The Account Manager will be available via email and telephone during Normal Business Hours.