

Advertising Agreement

PURCHASE ORDER



Client Information

Business name ("Client"): Care More Cleaning Solutions, LLC
Contact name: Miguel Huaman
Email: miguel.huaman@caremorecleaning.com
Phone: +17038625904

Street address, City, state and zip code:
Alexandria VA
22307 US

Yelp may contact you and your business through the phone number you provide above, or through any other phone number available to Yelp. All calls with Yelp, whether or not initiated by Yelp, may be monitored or recorded for training or quality assurance purposes

Summary

Service Start Date: 11/01/2018 Commitment Period: 1 months from Service Start Date Automatic renewal: Month-to-Month Payment currency: USD Payment type and frequency: Client to pay monthly, in arrears, by credit card Yelp Salesperson: Holly Battle	Total number of locations: 1 Maximum combined monthly recurring costs: \$3,900.00 Ad Click Budget: \$3,900.00
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Ad Programs Purchased	Cost Description	Number of Locations	Fees Per Location	Monthly Fees
Yelp Ads Program	Ad Click Budget	1	\$3,900.00	\$3,900.00 maximum monthly CPC budget cap
Enhanced Profile	Fixed Cost	1	\$0.00	\$0.00

Client Signature

Please note that businesses cannot pay to remove, reorder, or otherwise impact reviews on Yelp. If you decide not to enroll in a Yelp Ad Program, that will not affect your reviews, either.

Terms used in this PO but not defined herein have the meanings assigned to them in the Master Advertising Terms.

The purchase of Yelp Ad Programs, including those purchased with this Purchase Order, is governed by Yelp's Master Advertising Terms, available at https://biz.yelp.com/tos/master_advertising_terms_en_us_20180905 and constitutes a binding agreement between you, the Client, and Yelp Inc., a Delaware corporation ("Yelp"). The Advertising Agreement becomes effective between the parties as of the date signed by you.

By checking this box and signing below, you agree that you have read, understand and agree to this Purchase Order and the [Master Advertising Terms](#) on behalf of and as an authorized representative of the Client identified above. To avoid any possible delays, please include both your first and last name in your signature below.

Agreed and Accepted by:

Client Signature: *Miguel Angel Huaman*

Print First and Last Name: Miguel Angel Huaman

Date: Oct 11, 2018

Ad Program Descriptions

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Yelp Ads Cost-Per-Click (“CPC”) Auto-bidding Program: If the Purchase Order indicates Auto-bidding Program, then Yelp will deliver a variable and unguaranteed number of ad impressions to the Site to promote Client’s business, as determined at Yelp’s sole discretion based on available inventory and other factors. If the Purchase Order indicates Auction-based Pricing Program, then the definition for that auction is found in the Purchase Order.

For Ad Impressions placed on Yelp-branded properties, Yelp determines “Minimum Bid Price”, which is the least amount the Client would pay, using factors such as category, location, relevance for the Ad Impression to the user and other factors. Each factor is dynamic, which means that the Minimum Bid Price can vary at any time. If there are no competing advertisers in an auction, the Client’s Ad Impression is displayed and the Client will pay its Minimum Bid Price per Click. If there are multiple advertisers in an auction, Yelp’s ad delivery system ranks the advertisers based on Predicted Click Through Rate, price, relevance, competition and other factors. Client agrees that Yelp may implement and modify this system in an effort to maximize the quality and number of Clicks that Client receives in order to fulfill its Maximum Monthly CPC Budget. The advertisers with the highest rank win the auction and pay the Final Price per Click. The “Final Price per Click” is calculated by Yelp for each of the “winning” advertisers by charging the amount of money necessary to beat other advertisers based on relevance, bid price and other factors. Client agrees to pay Yelp for the total number of Clicks that occurred during the time period set forth in the Purchase Order based on the Final Price per Click which will not exceed the Client’s Maximum Monthly CPC Budget amount in any given month. Yelp will determine, in its sole discretion, the total number of Ad Impressions that appear on the Site, how to implement the auto-bidding system, and how to measure Clicks.

An “**Ad Impression**” occurs when (i) Yelp displays a specific reference to the Client’s business or a method of contacting or interacting with Client’s business via the Site or (ii) a user takes an action that delivers a lead to the Client. Yelp will implement an auto-bidding strategy whereby Client’s bid price per click varies based on relevance, competition, and other factors, in an effort to maximize the number of Clicks that Client receives each month, within Client’s Maximum Monthly CPC Budget.

A “**Click**” is a single instance for which Yelp records that a user acted on or in connection with an Ad Impression, such as by clicking or tapping on it or requesting information, quotes, services, reservations or appointments.

“**Predicted Click Through Rate**” is the value assigned by Yelp that represents that likelihood that a user will Click on the Ad Impression.

For Ad Impressions placed on the Site outside of the Yelp-branded properties, Yelp will invoice Client for user clicks on those advertising impressions. Yelp may determine the amount of Client’s advertising budget that may be placed on third-party properties at its sole discretion, up to Client’s monthly advertising budget. Yelp may send this information to a third-party who will place the impressions on the third-party properties. Yelp will not exceed the total Maximum Monthly CPC Budget in any given month for such CPC impressions.

Enhanced Profile Program: allows Client to access premium features in connection with its business profile page, such as competitive ad removal, photo slideshow, call to action feature and account support.