



GENERAL PURPOSE AGREEMENT

This Agreement is made and entered into on _____, by and between **Auto Ad Scaling** and _____ ("Client name")

1. Purpose

The purpose of this Agreement is to establish a general understanding between the Agency and the Client for marketing, advertising, and promotional services.

2. Scope of Work

The Agency will provide services including, but not limited to:

- Running and managing ad campaigns on social media or other platforms
- Creating ad creatives and copywriting
- Monitoring ad performance and analytics
- Reporting campaign results to the Client

3. Compensation

Client agrees to pay the Agency fees as outlined in the relevant project or campaign proposal. Payments are due according to the terms stated in each proposal or invoice.

4. Term and Termination

This Agreement remains in effect until either party provides written notice of termination. Termination does not affect payment obligations for completed or in-progress work.

5. Confidentiality

Both parties agree to keep confidential any proprietary or sensitive information shared during the course of work.

6. Ownership and Rights

All materials created by the Agency remain the property of the Agency until payment is received in full, after which ownership transfers to the Client.

7. Limitation of Liability

The Agency shall not be liable for any indirect or consequential damages resulting from campaign performance or third-party actions.

8. Independent Contractor

The Agency is an independent contractor, not an employee of the Client.

9. Entire Agreement

This Agreement constitutes the entire understanding between the parties and supersedes all prior discussions or agreements.

10. Signatures

Agency Name: Auto Ad Scaling

Authorized Representative: _____

Signature: _____

Date: _____

Client Name: _____

Authorized Representative: _____

Signature: _____

Date: _____