
Results-Based Partnership

**Proposal for a student
recruitment campaign that
is based on results**

Prepared for:


**Charles University
Faculty of Humanities**

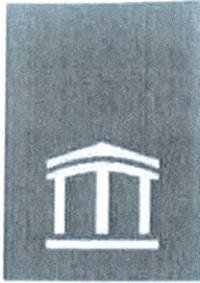
Attn:

**Contact Name
Mr Vratislav Kozak**

Date:

22 November 2018

 studyportals



Student recruitment campaign

Intended start date: **01 December 2018**

Total budget: **€ 1500**

Premium listing – Promote your programmes, results guaranteed

Benefits

- ✓ **Premium Listing:** All of your English-taught degree programmes listed with Studyportals, on the relevant portal(s);
- ✓ **University Premium Profile** with detailed information about the university. The Premium profile includes a media gallery (e.g. images and video), optimised conversion, integrated social media links and buttons, and selected promotional content;
- ✓ **Data administration:** we will insert and update your programmes information from a source of your choosing;
- ✓ **Monthly report of results** and detailed statistics for each programme, including a geographical breakdown of visitors;
- ✓ **Dedicated Campaign Manager** who advises you on your campaign performance and helps optimise your results.

Costs

You receive free exposure. You only pay for students who take action: they click through to your landing pages after they've selected your programmes from search results, and have read your programme information:

- **€4** when a student clicks through to your website from your programme information (a referral).
- For Light Premium Listing, the unit price for referrals is **€3.35**
- For Super Premium Listing (max. 1 per discipline), the unit price per referral is **€5.60**

This offer and the prices are valid until 26 November 2018.



Summary - I

Client	Charles University
Project	RBP Charles University Humanities
Intended start date	01 December 2018
Deliverables	<ul style="list-style-type: none">- Premium listing of all English-taught programmes- University premium profile- Results reporting via Studyportals Dashboard- Support from Client Success Team
Client Contact	Contact Name
Total budget:	€ 1500
Costs per referral <i>when a student clicks through to your website</i>	€4 for Premium Listing €3.35 for Light Premium Listing €5.60 for Super Premium Listing

In agreement

Date: *5.12.2018*

Signature:





Summary - II

Invoicing details

Contact Accounts Payable:

fhs.cuni.cz

Invoicing email:

@fhs.cuni.cz

Invoicing address:

*FHS UK
U Křížce 8
158 00, Prague, Czech Republic*

Reference or PO nr:

11

VAT number (EU):

CZ00216208

Studyportals Details

Studyportals
CoC registration nr. 180.86.860

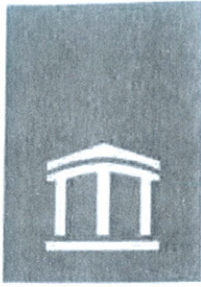
Registered Address:
Klokgebouw 280
5617 AC Eindhoven
The Netherlands
VAT registration No: NL 8216.29.815.B01

www.studyportals.com
accountsreceivable@studyportals.com
T: +31 (0) 40 292 0060
F: +31 (0) 40 292 0075

Bank Details

Rabobank
Account No: 1306.98.318
IBAN: NL12 RABO 0130 6983 18
Swift/BIC: RABONL2U

Bank Address:
Rabobank, branch 'Tilburg en omstreken'
Sporlaan 300
5017JZ Tilburg
The Netherlands
Tel. +31 (0) 13 537 99 11



Terms and conditions

Campaign planning

- Your expenditure is capped to a maximum of the 'total budget' as specified on the first page of this document. Studyportals will run your campaign until the full value of your allocated budget has been delivered;
- If desired, the exposure level of the campaign can be adjusted per month, at a maximum 2 times per campaign. The price per referral will be adjusted as specified in the proposal;
- Studyportals will work to spread your campaign exposure over the allotted period until **30 June 2019**. As a result, your programme's exposure level in the search results may be affected. You will always retain the branding advantages of having a premium listing during the full campaign period.

Continuation of the collaboration

Studyportals aims for a long-term relationship. At the end of every campaign, the results will be evaluated including insights to optimise any following campaign. Thirty (30) days in advance, you will be informed about the renewal to avoid any unwanted action and you can opt to cancel at that point.

If a campaign is renewed, you can terminate the new campaign at any time with a one-month notice period. If you decide to do so, you will only receive an invoice for the actual value delivered until the end date.

At any time, you have the right to increase the budget of the campaign, or to add any additional promotional component.

Payment conditions

- Full cost of the partnership will be invoiced at once after the intended start date (as stated in this document) for every campaign;
- Payment is due thirty (30) days after you receive an invoice;
- Prices exclude VAT.

ROI guarantee

Creating a long-term and scalable cooperation with our clients is exceedingly important to us, and allows us to continue helping universities worldwide. For that reason, Studyportals gives you a Return on Investment (ROI) guarantee: we will offer you compensation in the unlikely event that a Studyportals premium-listed programme generates a lower ROI than your other online marketing channels. The compensation consists of extending your campaign for free, until its ROI is at least better than average. This free additional value can reach up to the full



budget that you invested over the previous twelve (12) months. Studyportals will help you out evaluate the campaign results in a fair and comprehensive way - at least including an analysis of your website traffic.

Implementation conditions

Studyportals will happily assist with implementation. However, for some key materials, Studyportals is dependent on the university for the provision and confirmation of the artwork materials, such as: logos, pictures, videos, and banners. The university will be allowed a 1-month period to postpone the campaign start. After that, Studyportals will start to charge 10% of the budget per month for the campaign, with a minimum of €250.

GDPR

At Studyportals, we believe that the new General Data Protection Regulation is a critical milestone in protecting the privacy and improving the digital security of EU citizens. We support its innovative framework which guarantees EU citizens with a very strong degree of control and protection over their personal information. As a EU-based company with global operations, Studyportals is committed to achieving full compliance with the GDPR.

Limitation of liability

In recognition of the relative risks and benefits of the Agreement to both The Client and Studyportals, the risks have been allocated such that The Client agrees, to the fullest extent permitted by law, to limit the liability of Studyportals to The Client for any and all claims, losses, costs, damages of any nature whatsoever or claims expenses from any cause or causes, including attorneys' fees and costs and expert witness fees and costs, so that the total aggregate liability of Studyportals to The Client shall not exceed Studyportals' total fee for services rendered under this agreement in the twelve (12) month period immediately prior to the date a claim is raised hereunder, with a maximum of **one million (1,000,000) euro**. This limitation applies to any and all liability or cause of action however alleged or arising, unless otherwise prohibited by law.