

90-DAY ROI GUARANTEE

Terms and Conditions

Wise Bear Creative · Lead Generation Performance Guarantee

WHAT WE GUARANTEE A measurable increase in qualified leads within 90 days — or we keep working at no extra cost until we get there.	WHAT IT DOES NOT COVER Revenue, profitability, or closed sales. Leads are the output. What happens after is on the business.	WHO IS ELIGIBLE Clients on both SEO and Paid Advertising Management under a minimum 6-month agreement.
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1 ELIGIBILITY

This guarantee applies only to clients enrolled in both SEO Services and Paid Advertising Management under a minimum six-month agreement.

2 WHAT WE MEAN BY MEASURABLE IMPROVEMENT

Measurable Improvement in Lead Generation means a documented increase in Qualified Leads during the first 90 days of active campaign management, compared against the written baseline established during onboarding.

WHAT COUNTS AS A QUALIFIED LEAD

- Tracked phone calls from prospective customers in the target service area
- Form submissions from qualified prospects
- Booked appointments
- Other agreed conversion actions confirmed in writing during onboarding

WHAT DOES NOT COUNT AS A QUALIFIED LEAD

- Spam or bot submissions
- Wrong numbers
- Duplicate submissions

- Existing customer support inquiries
- Vendors, solicitors, or job applicants

THE THRESHOLD

ACCOUNT TYPE	THRESHOLD FOR SUCCESS
Standard volume	15% or more increase in Qualified Leads over the agreed baseline period
Lower volume	At least 5 additional Qualified Leads above baseline in a comparable 30-day window within the first 90 days

Unless otherwise stated in writing during onboarding, one of these two thresholds determines whether the guarantee is met.

3 WHEN THE 90-DAY CLOCK STARTS

The 90-day guarantee period does not begin until all of the following are confirmed:

1	Wise Bear has received full administrative access to all required platforms
2	All required tracking has been installed and validated
3	Conversion reporting has been confirmed and is recording accurately
4	The agreed campaign scope has launched

Delays in access, tracking setup, or campaign launch caused by the client will delay the start date accordingly.

4 WHAT HAPPENS IF WE DON'T HIT THE THRESHOLD

If Measurable Improvement is not achieved within the first 90 days, Wise Bear Creative will continue providing management services under the original agreed scope at no additional management cost until Measurable Improvement is achieved.

What the client is still responsible for during the extended period

All advertising spend, software fees, media costs, platform fees, and approved third-party expenses. No refunds, credits, or reimbursement of previously paid fees will be issued.

5 CLIENT REQUIREMENTS TO STAY ELIGIBLE

The guarantee only holds when the client holds up their end. To remain eligible, the client must:

- Maintain a minimum advertising budget of \$3,500 per month
- Provide requested access, assets, and information in a timely manner
- Keep all required tracking systems active and intact
- Maintain a website or landing page reasonably capable of converting traffic — or approve Wise Bear's recommended improvements
- Actively participate in the marketing process
- Follow reasonable lead-handling practices, including timely call answering and prompt lead follow-up

Client approvals must be provided within 3 business days unless otherwise agreed in writing. Delays in approval delay the clock.

6 WHAT CAN PAUSE OR VOID THE GUARANTEE

The guarantee timeline may pause — and the guarantee may not apply — if the client or external circumstances prevent Wise Bear from executing the agreed strategy.

CLIENT-CAUSED PAUSES

- Delayed approvals beyond the 3-business-day window
- Failure to provide required platform access
- Pausing campaigns or disabling tracking
- Material changes to the website, offer, target market, or service area after launch
- Any other action that prevents Wise Bear from executing the agreed strategy

EXTERNAL FACTORS OUTSIDE WISE BEAR'S CONTROL

- Seasonality or market-level demand changes
- Economic or regulatory changes
- Platform outages, ad account restrictions, or suspensions by Google or Meta
- Inaccurate or incomplete data provided at onboarding
- Poor lead handling on the client side after leads are delivered
- Material business changes made after campaign launch

7**WHAT CONTROLS IN A DISPUTE**

All baseline metrics, Qualified Lead definitions, reporting methods, attribution sources, and onboarding assumptions documented in writing during onboarding will control in the event of any dispute regarding this guarantee.

This is why onboarding documentation matters.

If something wasn't written down and agreed to at onboarding, it cannot be used to measure success or failure of this guarantee.

QUICK REFERENCE SUMMARY

TERM	DETAIL
Who qualifies	Clients on SEO + Paid Ads under a 6-month minimum agreement
What we guarantee	Measurable increase in Qualified Leads in 90 days — or we keep working at no extra cost
What we do not guarantee	Revenue, closed sales, or profitability
Lead threshold — standard accounts	15%+ increase over baseline
Lead threshold — lower volume accounts	5+ additional leads above baseline in a comparable 30-day window

Minimum ad budget to remain eligible	\$3,500 per month
When the clock starts	After access, tracking, and campaign launch are all confirmed
If we miss the threshold	We continue at no additional management cost until the threshold is met
What the client still pays	All ad spend, software, and platform fees — no refunds on management fees
What can pause the clock	Client delays, paused campaigns, missing access, material changes after launch
What voids the guarantee	Platform suspensions, major business changes, poor lead handling, seasonality
What controls in a dispute	Onboarding documentation — written, agreed baselines and definitions

Legal review note

Have counsel confirm this language against your service agreement and onboarding process before publishing or sharing with clients.

We back our work.

This guarantee exists because we believe in what we build.

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