CUSTOMER DOCUMENTS · VERSION 1.3

# Welcome to Plaith

Your next steps and the onboarding checklist

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## Thank you for your trust

Great to have you on board. From now on, the Plaith performance team works on your advertising on Facebook and Instagram: people and our AI team Plaithy create your ads, test them, allocate your budget and learn from every result.

To get started quickly, we need a few things from you. This list shows you exactly what and by when. On request, we send it to you as a PDF you can fill in directly on your computer.

## What happens now

1. **Within 72 hours** of receiving your payment, we will get in touch to schedule your kickoff call.
2. **Kickoff call (30 to 60 minutes):** we discuss your goals, your offer, your existing material, who is responsible for what, your budget range and the connections we set up.
3. **Setup:** we set up access to your ad account and your enquiry channel and check it with a test enquiry. How quickly this goes depends mainly on how quickly the items below are completed.
4. **Campaign launch:** the team then builds your first ads and publishes them within your guidelines.

## What we need from you and by when

### Before the kickoff call

☐ **Meta business portfolio** (formerly Business Manager) for your company. If you don't have one yet, let us know and we will show you how.

☐ **Your own Meta ad account** in this portfolio, with a valid payment method and sufficient funds for your budget range. You pay your ad budget directly to Meta, not to us.

☐ **Partner access for Plaith:** give the business portfolio of Canvena Consulting LLC partner access to your ad account, your Facebook page, your Instagram account and your pixel. Business ID: **1222653552033942**. If you get stuck, we will do it together in the kickoff call.

☐ **Facebook page and Instagram account** of your company, both connected to your portfolio.

☐ **Pixel or dataset** in your own business portfolio. It stays yours. If none exists yet, we will create it together in the kickoff call.

## At the latest in the kickoff call

### Goal

☐ **Your advertising goal:** what should the advertising achieve? Enquiries (form, call, appointment), sales in your online shop or visits to your website. The best goal measures a real result, so enquiries or sales. If you change the goal later, the learning phase starts again.

☐ **What a result may cost:** what is the most an enquiry may cost? For sales: how much revenue you need per advertising euro. Also, what a customer brings you: average order value, margin and whether customers buy again. If you are unsure, we will work it out together in the kickoff call.

☐ **Budget range and timing:** how much do you want to spend per month on advertising with Meta, from when, and for promotions until when? Are there seasons, holidays or dates we should take into account? We advise you, you decide.

### Offer and target group

☐ **Your offer and your prices:** what you are advertising, for whom, at what price, and what makes your offer special.

☐ **Your target group:** who buys from you? Region, language, age, industry, typical questions and objections. And who is not a good fit for you?

☐ **Permitted and prohibited claims:** which claims may appear in the ads (for example prices, results, reviews with evidence)? What must never be said? Are there rules specific to your industry? If your offer is about credit and financial products, jobs, housing or politics, Meta applies stricter rules.

☐ **Previous advertising and competitors:** what has run before, with what budget, what worked and what did not? Plus 2 to 5 competitors you compare yourself with.

### Enquiries

☐ **Your enquiry channel.** Either an enquiry form directly on Facebook or Instagram (Meta form) or your existing website. For a website: name and contact of your web developer so we can coordinate the standard integration with them. For sales: which shop system you use.

☐ **Contact person for enquiries:** who on your side handles incoming enquiries, with email address, how many enquiries per week your team can handle and how quickly you usually reply. You or your team answer enquiries yourselves.

☐ **Imprint and privacy policy of your landing page.** They must exist and be up to date. For Meta forms we need the link to your privacy policy.

### Brand and material

☐ **Your brand:** logo (ideally as a vector or PNG with a transparent background, at least 600 pixels wide), colours, fonts, and examples you like or dislike.

☐ **Existing images and videos** we may use. Only material you hold the rights to, and for people shown, their consent. We use your own material first.

☐ **Who advertises and who pays:** for ads in the EU, Meta shows who runs the ad and who pays for it. Tell us both names; usually it is your company.

**Working together**

☐ **Approval preference:** should we send new ads for approval first (yes or no)? The default is no: the team publishes independently within your guidelines. You can change this at any time.

☐ **Several campaigns:** if we run several campaigns for you (each a separate offer or a separate landing page), we need the goal, offer, enquiry channel and budget for each campaign and the order in which you want them to start.

### Ongoing

☐ You tell us immediately about changes to your offer, prices or claims.

☐ You give requested approvals promptly.

☐ You keep your payment methods with Meta and with us (Stripe) valid.

☐ You leave the AI label in your ads.

### Only if you have booked the Growth Hack

☐ Your ad account must be reachable for our top-ups and free of restrictions. We top up your ad account directly every month and send you a statement.

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## How to reach us

- **Questions, changes, approvals:** support@plaith.ai
- **General:** hello@plaith.ai
- **Cancellation:** by email to support@plaith.ai with the subject "Cancellation", stating your company name and order or customer number.
- Our team is available on working days (Monday to Friday) during normal business hours. Plaithy keeps working on your campaigns outside these hours.

With Scale, we will name your dedicated contact person in the kickoff call.

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## Your documents

This email comes with two files:

- **Welcome to Plaith** (this document): what happens now and what we need from you.
- **Contract documents** for your records: the **Terms of Purchase**, version 2.1 of 13.10.2026, with Annex 1 Service Description, and the **Data Processing Agreement**, version 1.1 (Annex 2).

You receive exactly the version you agreed to when you purchased. The current version is always available at plaith.ai/en/purchase-terms.

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## What Plaith does not promise

To be clear from the start and avoid misunderstandings later:

- **No guaranteed success.** We work carefully and systematically, but nobody can guarantee a certain number of enquiries, sales or cost per enquiry. This also depends on your offer, your market, your landing

page and how quickly you respond to enquiries.

- **No guaranteed deadlines.** When your campaigns start also depends on how quickly the items above are completed.
- **Meta has a say.** Meta can reject ads or restrict accounts. We will help you as best we can, but we have no influence on Meta's decisions.
- **Testing is part of it.** Some ads perform worse than others. That is exactly how the team learns which ones work better.
- **More budget does not automatically mean more results.** This also applies to the Growth Hack.

We look forward to working with you.

Your Plaith team

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