

KEPLER GROUP LLC

VENDOR IO ADDITIONAL TERMS AND CONDITIONS

SECTION 1

The Insertion Order executed between the vendor named on the IO and Kepler Group LLC shall be governed by the

following benchmarks and corresponding makegood requirements:

Brand Safety

- Fraud Rate: 2%
- Block Rate: 3%

If fraud and/or block rate exceeds 2%, Kepler will require makegood impressions at 1.25x the impressions served at the

negotiated media rate.

Viewability

Viewability Guarantee: 50%

All campaigns are subject to the viewability guarantee ('the guarantee') indicated by Kepler; if viewability is below the

guarantee, Kepler will only pay for a percent of total media impressions, equal to the percentage of the viewability

guarantee actually achieved.

Remarketing Terms

Managed service campaigns are meant to leverage partners' unique data to find valuable prospects in market, and the

site visitor exclusion pixel on the client's website should prevent serving any prospecting ads to site visitors. As a result of

cookie-based tracking nuances, we will accept a remarketing overlap of up to 4%; please note, our team runs remarketing

analyses regularly and compliance will be measured on a regular cadence. Failure to exclude site visitors from the

campaign at any rate above the 4% threshold will result in makegood impressions at 1.25x the impressions served at the

negotiated media rate.

SECTION 2

The Insertion Order executed between the vendor named on the IO and Kepler Group LLC shall be governed by the

following benchmarks and corresponding makegood requirements:

Brand Safety

- Fraud Rate: 2%
- Block Rate: 3%

If fraud and/or block rate exceeds 2%, Kepler will require makegood impressions at 1.25x the impressions served at the

negotiated media rate.

Viewability

Viewability Guarantee: 50%

All campaigns are subject to the viewability guarantee ('the guarantee') indicated by Kepler; if viewability is below the

guarantee, Kepler will only pay for a percent of total media impressions, equal to the percentage of the viewability

guarantee actually achieved.