PRICING & PACKAGES

Effective: April 1, 2018

Live Current Version: http://pricing.boxpilot.com

All prices in $USD

Boxpilot ™

SUMMARY OF SERVICES

Boxpilot is a leading B2B marketing services provider that offers an innovative and comprehensive suite of services designed to either augment or fully manage diverse aspects of a client's sales and marketing operations. In a world where the line between what's inhouse and what' s outsourced is becoming blurred, we aim to be a valuable extension of your team - adding unique innovations and resources to your operations that result in gains to your top line and bottom line. Our services emphasize the importance of intelligently integrating a mix of communication channels, such as live phone, Guided Voicemail™, email and texting, to enhance target engagement, but all triggered at the right times based on company quality, qualification, lead score and stage in the funnel.

WHAT MAKES US DIFFERENT

Boxpilot has three capabilities working in unison. 1) Our agency services include: overall program strategy, contacting plan creation, building content (white papers, case studies, email, voice touches, etc) and building lists. 2) Our marketing automation platform includes: full customization to operate as the central hub that triggers touches using a mix of communication tools as the contacting plans unfold. 3) Our in-house state-of-the-art contact center handles inbound and outbound touches including: Live Calling, Guided Voicemail™, Email, Texting and more. All three capabilities working together makes us a valuable resource to B2B clients needing an integrated approach to their operations and a team with a diverse set of skills to maximize results.

OUR PRICING PHILOSOPHY

- Fully a-la-carte pricing, only pay for what you need.

- Fully on-demand, pay-as-you go.

- No minimums.

- No commitments (on a-la-carte services).

- No term contracts (on a-la-carte services).

- Emails are included at no additional cost if subscribed to automation platform.

- Only pay for each specific touch, like a call or text, that gets triggered as the contacting plans unfold.

- We'll never exceed your budget, whether monthly or total (system pauses automatically prior to reaching budget).

- We are flexible and easy to work with. Please discuss your specific requirements with your Account Manager in respect of available customized options, packages, promotions, available discounts and bundles. Our resources and capabilities can be structured to meet your needs exactly the way you need them.

GETTING STARTED

1) Sign the General Services Agreement.   http://agreement.boxpilot.com

2) Sign the Credit Card Authorization Form.   http://authorize.boxpilot.com

3) Book a kick off call with our team of specialists to get your program started.

YOUR BOXPILOT TEAM

1. Successful Programs take dedicated time. Successful B2B marketing programs require insight, strategy, planning, as well as skilled and talented execution – all of this takes dedicated time, specialization and expertise.

2. Boxpilot acts as extension of your team. Boxpilot offers you a turn-key dedicated marketing team specialized in B2B marketing programs, getting marketing out the door for you, without the need to hire.

Monthly Retainer Tier	Bronze	Silver	Gold	Platinum

Hours/mo included	5 hrs/mo	10 hrs/mo	20 hrs/mo	40 hrs/mo
Cost per month	$445/mo	$795/mo	$1,495/mo	$2,795/mo

- Hours each month include time and focus of any contributing Boxpilot Program Specialist working on your programs.
- List of all the Program Specialists is below. You get a full suite of talented individuals dedicated to your programs.
- Any unused retainer hours roll over for up to three months. Minimum 3 month retainer term.
- Additional team hours beyond those included in retainer are billed at Program Specialist a la carte rates.

On Demand Retainer	Basic	Starter	Pro	Pro Plus	Expert
Hours included	10 hours	25 hours	40 hours	60 hours	100 hours
Cost	$995	$2,275	$3,365	$4,495	$6,685

- Hours include time and focus of any contributing Boxpilot Program Specialist working on your programs.
- List of all the Program Specialists is below. You get a full suite of talented individuals dedicated to your programs.
- Multipe batches of any tier may be purchased if more hours are required.

A La Carte Rates   **$150/hr**

PROGRAM SPECIALISTS
- Sr. VP Client Programs Strategists: Guru-level B2B marketing expert optimizes strategy.
- Project Manager: Dedicated professional manager to guide all the moving parts.
- Automation Programmer: Build automation workflows in automation platform.
- CRM Optimization Expert: Database design, queries, and CRM setup.
- API Integrator: Linking Automation Platform to your CRM.
- Caller Trainer: Creates training specific to your project and executes training.
- Data Expert: List parsing, standardization and clean-up.
- Reporting Expert: Program result synthesis and call result grouping.
- Graphic Designer: Help with the creation of website/email graphics.
- Copy Writer: Draft email copy, website copy, calling scripts, etc.
- Data Researcher: Dedicated individual to research company/contact information.
- Subject Matter Expert: Individual who is knowledgable about specific subjects to write blog posts/emails, etc. (Will be billed at individual's personal rate, may not be included in Retainer Hours)

MARKETING AUTOMATION PLATFORM

Package Name	Number of Names	Included Emails Per Month	Specialist Hours Included Per Month	Price Per Month
Bootstrap	up to 999	5,000	2 hours/mo	$500
Professional	up to 9,999	20,000	5 hours/mo	$750
Advanced	up to 49,999	50,000	7 hours/mo	$1,000
Expert	up to 99,999	100,000	10 hours/mo	$2,000

- Additional email sending beyond Expert tier is available for $10.00/1,000 emails sent per month with no maximum
- Additional records beyond Expert tier are available for $10.00/1,000 records stored in the system at any time in billing month
- Billed every period based on the highest number of names in automation platform in that period.
- Unused hours included in automation platform subscription roll over for up to three months.

- Minimum 3 month marketing automation platform subscription.

- Any number of list segmentations is possible.

- Subscription begins on first day that names are uploaded.

- Credit card is charged first day that subscription begins (pro-rated to end of first month).

- Ongoing monthly subscription is charged, in advance, to credit card on the first day of each month.

- Additional team hours beyond those included in automation subscription are billed at Program Specialist a la carte rates, or are drawn down from retainer balance.

- Automation platform video demonstration: http://www.boxpilot.com/portaldemo.html

- Login URL location: http://www.boxpilot.com/login.html

CONTENT CREATION

Content Type	Price	Estim. Work Time	Estim. Delivery Time
Email - Writing	$149	1-2 hours	1-2 business days
Voicemail - Scripting	$149	1-2 hours	1-2 business days
Voicemail - Recording by Voice Talent	$199	2-3 hours	1-2 business days
Texting (SMS) - Scripting (3 texts)	$149	1-2 hours	1-2 business days
Live Message - Scripting	$149	1-2 hours	1-2 business days
Live Call - Basic Scripting (1 objective)	$199	2-3 hours	2-3 business days
Live Call - Complex Scripting (2+ objectives)	$299	3-5 hours	3-5 business days
Templated Graphics-Based Email - Design Only	$199	2-3 hours	2-3 business days
Custom Graphics-Based Email - Design Only	Hourly		5-7 business days
Templated Landing Page - Design Only	$299	3-5 hours	3-5 business days
Custom Landing Pages - Design Only	Hourly		7-10 business days
Landing Page Hosting - Covers 3 Months	$98	N/A	
Basic Blog Post - Writing	$149	1-2 hours	2-3 business days
Advanced Blog Post - Writing	$299	3-5 hours	5-7 business days
Blog Setup - Layout, Design and Development	Hourly		7-10 business days
Product Spec Sheet - Layout & Writing	Hourly		10-15 business days
Cheat Sheet - Layout & Writing	Hourly		10-15 business days
Slideshare - Layout & Writing	Hourly		10-15 business days
Infographic - Layout & Design	Hourly		10-15 business days
Powerpoint Presentation - Layout & Writing	Hourly		10-15 business days
Infographic Video - Scripting & Animation	Hourly		10-20 business days
Explainer Video - Scripting & Animation	Hourly		10-20 business days
Live Video - Writing, Direction & Editing	Hourly		15-20 business days
Custom Content, Copywriting, or Design	Hourly		

- Prices include one round of revisions.

- Revisions beyond first round of revisions are billed hourly.

- Check with your account manager on turnaround time.

- Rush Fee on fast turnaround times may apply.

- On Demand and Monthly Retainer hours may be used for Content Creation at any time.

- Examples of content by Boxpilot seen here: http://www.boxpilot.com/content

- Content creation costs are charged to credit card: half up-front, half upon approval, unless otherwise agreed.

- Prices subject to change based on client specifications.

DATA RESEARCH AND LIST BUILDING How we do it: http://www.boxpilot.com/listbuildingprocess.html

Service	Human Executed Online and/or Phone Research	Details
Per New Company Identified (Raw List)	INCLUDED	Raw list of companies from data compilation source. Includes: Company Name, Website, Main Phone, Industry/SIC/NAICS, Employee Size/Range, City/State/Country.
Per Company Screened	$0.55	Human executed cursory review of website to ensure it fits desired target (e. g. in business, general industry category, geography).
Per Company Graded	$3.50	Senior-level human executed grading of company against set of 10 agreed-upon criteria giving each company a score out of 100. Each graded company is assigned a distinct score for one specific archetype (an archetype is a specific ideal company profile or segment that the graded company is matched against).
Per New or Replacement Person Added (With Email)	$5.00	Identification and retrieval of data for targeted buyer persona based on agreed-upon title, seniority and role match. Includes: First and Last Name, Title, Email, Phone Number. (Note: If Replacement - identification and retrieval of data for target individual who has replaced a specific individual who is no longer employed).
Per New or Replacement Person Added (Without Email)	$3.50	Identification and retrieval of data for targeted buyer persona based agreed-upon title, seniority and role match. Includes: First and Last Name, Title, Phone Number. (Note: If Replacement - identification and retrieval of data for target individual who has replaced a specific individual who is no longer employed).
Phone Verification of Contact Information	$3.00	Phone verification of current and up-to-date title/department/role/employment of target individual, by one or more of the following: checking company directory; speaking with a person at the company; accessing contact's voice mailbox.
Per Corrected Phone Number Retrieved	$1.00	If phone number found to be bad (e.g. not in service), human executed research to find new phone number, either main line to company, or direct line/cell phone of target individual.
Per Corrected Email Retrieved	$2.00	Human executed research to identify new/correct email of target individual or confirm exisitng email is correct.
Online Verification of Contact Information	$1.00	Human executed online research to verify current and up-to-date title/department/role/employment of target individual.
Per Additional Data Obtained or Verified	CALL	Custom human executed research to obtain or verify additional pieces of data in your list as required.

- Full description of our list building process: http://www.boxpilot.com/listbuildingprocess.html

- Development of Target Company Archetype profile is billed at Strategic Consulting Rates.

- All data is 100% guaranteed to be accurate for one month following delivery to client.

- All data becomes the property of the client and may be used for any purposes.

VOICE TOUCHES

Boxpilot has the capability to initiate thousands of dials per day for your organization. From the highest value touches to the simplest, super-fast callouts, we aim to make voice contact an integral part of your marketing mix no matter your budget or time constraints.

Service Level	Service	Description	Per Name on List	Per Name Triggered by Automation
HIGHEST TOUCH	Full Voice Touch	Up to 5 dial attempts to get person live on phone to accomplish some end goal such as booked appointment	$5.50	$6.00

	Rapid Outbound Phone™	Up to 3 dial attempts to reach person live and leave a voicemail message on the last attempt if unable to connect	$4.00	$4.50
	Full Guided Voicemail™	Up to 3 dial attempts to leave voicemail message for a named contact. Optional: $2 per live message passed to a person who answers the line.	$3.50	$4.00
	Quick Guided Voicemail™	One attempt to leave voicemail message. Optional: $2 per live message passed to a person who answers the line.	$2.35	$2.85
	Full Service Autodial	We manage your dialer program set up to leave voicemail message, and/or a prerecorded live message to a person.	$1.25	$1.75
LOWEST TOUCH	Self-Service Autodial	One dial attempt using our power dialer	$0.10 per minute	N/A

OPTIONAL VOICE TOUCH BLOCKS

Optional Block Purchases	Full Voice Touch	Rapid Outbound Phone™	Full Guided Voicemail™	Quick Guided Voicemail™	Bonus Specialist Hours
500 Names	$2,750	$2,000	$1,750	$1,175	2
1,000 Names	$4,950	$3,600	$3,150	$2,100	4
2,500 Names	$11,500	$8,500	$7,500	$4,900	6
5,000 Names	$21,500	$15,500	$13,500	$9,250	8
10,000 Names	$40,000	$29,000	$25,000	$17,000	10
20,000 Names	$74,500	$54,500	$47,000	$32,000	12

- Block Bonus Specialist Hours may be used towards any program setup.

LIVE CONVERSATION DELIVERABLES

Deliverable Value	Per Deliverable	Examples
Most Valuable	$50 and up	Fixed time scheduled appointment with a qualified contact.
	$30-50	Target contact registered for live event
Very Valuable	$20-30	Three qualification questions answered
	$10-20	Phone opt-in for newsletter (e.g. CASL program)
Valuable	under $10	Transfer a live connection to a client's internal sales team / Live Message

- **Live Conversation Deliverable** is charged for each of any of the following where we have been successful, as requested by client and according to the selected program protocol:

   - Registrations: Event or subscription registration obtained.

   - Opt-Ins: Verbal opt-in obtained (e.g. to build newsletter and marketing lists).

   - Lead Qualification: Deliverable can be based on a per question, or completed survey.

   - Follow-ups: Setting scheduled follow-up opportunity for client sales team ("Call me on Wednesday").

   - Soft appointments: Setting soft appointment for client sales team ("Yes I would like a call").

   - Hard appointments: Specific date/time appointment scheduled for client sales team ("Meeting booked 2pm Eastern on thursday").

- <u>Guided Transfers:</u> Boxpilot agent confirms prospect would like to be transferred to client sales team for more info and then transfer occurs.
- <u>Hot Transfers:</u> If prospect answers phone live, Boxpilot instantly transfers call to client sales team without any delay. Improves client sales team "talk time".
- <u>Live Message:</u> One sided message conveyed to your contact by our live agents.

- Please contact your Account Manager for exact pricing for a specific deliverable.

INTERNATIONAL LONG DISTANCE

Price Group	Price Per record	Example Countries Include:
Group A	$1.50	UK Landline, Japan Landline, Australia Landline
Group B	$2.50	UK Mobile, Brazil, South Africa
Group C	$3.50	Iran, Ethiopia, Uruguay

- Please contact your Account Manager for a full list of countries in each Price Group.

TOUCH PROGRAM SETUP AND REPORTING

Service Setup	Typically Included	Typical Hours Required	Package Price
Full Voice Touch Setup	List upload, voice touch loading, post campaign report, Project Management time, and Caller Training on live script.	4 hours	$395
Rapid Outbound Phone™ Setup	List upload, voice touch loading, post campaign report, Project Management time, and Caller Training on live script.	2.5 hours	$265
Guided Voicemail™ Setup	List upload, voice touch loading, post campaign report, and 1 hour Project Management time.	2 hours	$225
Live Message Add-On Setup	Added time for callers to learn Live Message script.	1 hour	$125
Email Touch Setup	Email formatting, email send testing, post campaign email reporting (click-thrus, opens), and Project Management time.	2.5 hours	$245
Direct Mail Touch Setup	Four handwriting examples to choose from, proof send, and Project Management time.	4 hours	$395
Text Touch Setup	Phone number provisioning, text send testing, inbound tracking and routing, reporting, and Project Management time.	2 hours	$225

- Any hours not used for your program setup will be banked and can be used for up to one year after they are purchased.
- Additional hours beyond those included in program setup are billed at at the a la carte rate of $150/hr.
- Any prepaid On Demand or Monthly Retainer hours may be used for progam setup at any time.

EMAIL TOUCHES

Email Service	Cost
Per Email Sent if Subscribed to Automation Platform	INCLUDED
Per Email Sent if not Subscribed to Automation Platform	$0.20
Per Email Verification (Mandatory on First Program)	$0.02
SPF and DKIM optimization for maximized delivery (One-time per sending domain)	$100.00
Custom Domain setup for email sending (includes SPF and DKIM optimizaition, email forwarding, and domain forwarding/hosting)	$250.00

- Emails may be dynamically triggered based on any sequence, action or lead score of the target individual or can be synchronized with other programs.
- SPF and DKIM optimization is always recommended to insure maximized delivery.

WHATSAPP AND SMS INSTANT MESSAGING TOUCHES

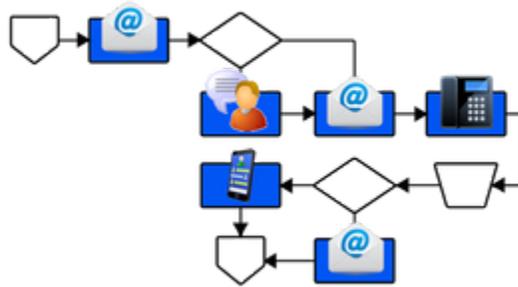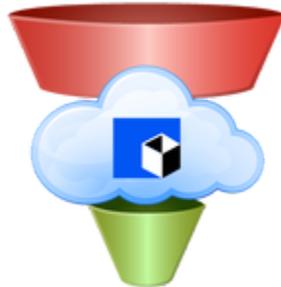|	
Per Standard Messaging Outreach - Phone # Type Known	$1.50
Per Standard Messaging Outreach - Phone # Type Unknown	$2.00
Per Advanced Messaging Outreach - Phone # Type Known	$3.00
Per Advanced Messaging Outreach - Phone # Type Unknown	$3.50

- Can be sent from your phone number or a specific number dedicated to the program.

- We only send texts from regular phone numbers - no sending shortcodes are used.

- Standard Text Outreach includes the ability to send in body of text: links to websites, phone number for tap dial-back.

- Advanced Text Outreach includes the ability to include merge fields, including customized pURLs for click-thru tracking.

- Great for reminders and appointment confirmations.

- Two-way text communications may be had by text, and may be syncronized with Voice Touches and/or other Email or Texts (See Inbound Response Assistant).

- If you are not sure which numbers you have are mobile numbers, Boxpilot will run your phone numbers through our cell phone checker to determine which numbers are cell phones.

CONTACTING SEQUENCES   Examples: http://reports.boxpilot.com/multistream.pdf

Per Contacting Sequence Initiated
From $25

EXAMPLE 1: 11 TOUCH SEQUENCE - $50

Day 1: Email

Day 1: Call once, no voicemail

Day 1: Call again, no voicemail (4 hrs later)

Day 2: Call, leave voicemail

Day 2: Call, no voicemail (4 hrs later)

Day 3: Text Message

Day 3: Call, no voicemail (4 hrs after email)

Day 4: Call, no voicemail

Day 5: Email

Day 6: Call, voicemail

Day 7: Email

EXAMPLE 1: 7 TOUCH SEQUENCE - $30

Day 1: Text Message

Day 2: Call, leave voicemail

Day 3: Email

Day 4: Call, no voicemail

Day 5: Email

Day 6: Call, voicemail

Day 7: Email

- Contacting sequence and protocol to be discussed and established prior to program start

- Contact Sequence can be enacted to a specific list, or one-off to those who hit target leadscore or qualification.

- Applies to recruitment for: scheduled sales appointments, demo appointments, attendees to group presentations or events.

- Lead score threshold can be altered at any time to adjust when appointment setting protocol is initiated.

APPOINTMENT SETTING

Per Appointment Setting Protocol Initiated	Add: Per Appointment Scheduled
$30 and up	$35 and up

- Appointment setting protocol to be discussed and established prior to program start

- Appointment setting protocol can be enacted to a specific list, or one-off to those who hit target leadscore or qualification.

- Applies to recruitment for: scheduled sales appointments, demo appointments, attendees to group presentations or events.

- Lead score threshold can be altered at any time to adjust when appointment setting protocol is initiated.

DEDICATED AGENT

Service	Base Cost per Hour
Up to 99 hours per month	$65.00
100-199 hours per month	$59.00
200-399 hours per month	$55.00
over 400 hours per month	$49.00

- Agents are dedicated to your program -- They are like your team on our premises.

- Includes custom qualification programs, customer surveys, post-event surveys, appointment setting, pre-sales, inside sales, follow-up, research, etc. Anything you want to use them for.

- State of the art predictive and power dialing protocols creates high conversation efficiency.

- KPI attainment bonuses may be added depending on program based on contract.

DEDICATED AGENT TRAINING AND REPORTING

Activity	Price
Training. Includes up to 10 hours training time per call center agent working on your program.	$395 per agent
Program Setup. Includes 5 hours of time from Integration Programmer, Program Strategist, and/or Project Manager.	$495

- At least one call center manager will always train with our agents at no extra cost to enable our team self-manage effectively.

- Any hours beyond those included in Training or Program Setup will be drawn down from your calling program allotment for the first month.

- Training and Setup will vary depending on project scope, please consult your account manager for further details.

DIRECT MAIL

Mailer Type	Cost per Piece
Handwritten note (Includes white folded card with client logo and envelope)	$7.00

Printed postcard (Includes full color two sides - 4/4 - standard sizing)	$2.50

- In a digital world, stand out from the clutter and make a deeper personal connection with direct mail.
- Can be triggered based on lead score, tracked prospect action or targeted list.
- Price includes process of mailing; Postage is charged extra.

ALERTS

Alert Type	Cost per Alert
Action alert: Per alert emailed to client sales rep/team based on prospect action (e.g. click-thru).	$0.75
CRM Task: Per task created in client CRM for client sales team based on prospect action (e.g. click-thru).	$0.75
Desk Alert: Per alert informing client sales team that prospect is at their desk or answering their phone live.	$1.25

INBOUND RESPONSE ASSISTANT

Response Type	Per Human Executed Response
Per Custom Response to Inbound Email	$3.25
Per Live Response to Inbound Call	$5.50
Per Custom Response to Inbound Text	$3.25
Per Custom Response to Inbound Managed Chat from client Website	$1.50
Per call forwarded automatically to client	$1.00
Setup of Custom inbound IVR to handle and route inbound calls	$129/hr

- Inbound responses handled by Senior Agents at inhouse contact center (emails, calls, texts).
- Custom response trees and triggers and push to lead nurturing based on inbound response attributes.
- Rates are for standard response protocols, prices may vary based on specific client needs.

CANCELLATION / RESCHEDULING

Time until scheduled start of program	Cost as a percentage of retail value of scheduled program
>72 hours	0%
72-48 hours	5%
48-24 hours	10%
<24 hours	15%

LAST MINUTE CAMPAIGN BOOKING

Time until scheduled start of program	Surcharge as a percentage of retail value of scheduled program
>72 hours	0%
72-48 hours	15%
48-24 hours	15%
<24 hours	15%

- Preparations for a campaign require considerable effort, and time to align necessary resources.
- Last minute changes, rescheduling and cancellation can result in your dedicated team members having to be rescheduled, or cancelled, resulting in duplication of effort.
- Last minute booking require laser focused effort and aggressive action to enable, requiring Boxpilot to draw extra resources into preparations for your campaign.

- To offset our increased effort, we must charge for above occurrences to insure you have the best possible experience.

DETAILS:

- Unless otherwise discussed, Client will provide valid authorized credit card to Boxpilot in advance of services being performed.

- Payment terms extended only on approved credit.

- Client may provide a maximum budget per month for which Boxpilot is authorized to perform Client approved services up to. Boxpilot will endeavor to align Contacting Plan with stated budget. In the event Boxpilot reaches the monthly budget, Boxpilot will discontinue services for the remainder of the month unless and until Client approves additional spend.

- Rates listed in this document ("Standard Rates") are subject to change with 5 calendar days advance notice to Client.

- Individual prices for specific services may be adjusted in respect of specific client requests and unique circumstances. Any adjustments will be communicated in advance to client and subsequently performed by Boxpilot only if approved by client.

- All billable time is invoiced in 15 minute increments, with 15 minute minimum.

- Boxpilot will issue monthly invoices to Client covering services performed by Boxpilot during that month ("Monthly Invoices").

- Boxpilot will issue supplementary invoices to Client mid-month as outlined in this document or as agreed (e.g. pro-rated first month subscriptions, deposits for content creation, etc). ("Supplementary Invoices").

- Boxpilot will charge credit card at the same time that any invoice is issued, unless otherwise discussed.

- Unless otherwise agreed, any adjustments to prior issued invoices will be applied to subsequent invoice.

- An additional Rush Fee may apply on special circumstance/time-sensitive requests, at discretion of Boxpilot, and as agreed upon by the Client in advance, for those services not normally delivered in requested time frame.

- Invoices with estimates of Services to be utilized will be adjusted after-the-fact with adjusting invoices based on actual usage.

- Small programs may be subject to Project Management billing hours in addition to standard per-deliverable rates. Please check with your Acocunt Manager.

- All emails sent through Boxpilot systems must be opt-in emails.

- Revised Boxpilot rates will be published from time-to-time at http://pricing.boxpilot.com.

- Client or Boxpilot may cancel services at any time with written notice. In the event of cancellation, any billing incurred mid-month will be pro-rated.

- Boxpilot's "Trust and Client Privacy Policy" is posted and updated from time-to-time at http://www.boxpilot.com/trust.html (the "Policy"). Boxpilot will hold all Client information in strict confidence according to the Policy, and Boxpilot and Client agree to the terms and conditions outlined in the Policy.

- Invoices are due upon receipt. Payments not received within 30 days are subject to 2% monthly interest compounded monthly.

- Unless otherwise agreed, authorized services not detailed in specific invoices will be performed in accordance with pricing and policies posted and regularly updated at http://pricing.boxpilot.com.