



Pause Ad Profits

Agency Commercial-Use & Client-Service Guide

Practical guidance for serving clients while protecting your PAP account and assets

PAP CLIENT PROFIT KIT

License assumption

This guide is for buyers who hold PAP Agency & Commercial License access. Confirm the current terms shown in your PAP offer and account. This guide does not replace the official license or legal advice.

What Agency Use Is Intended to Allow

- Create and manage PAP campaigns for client-owned or client-authorized videos.
- Charge clients for strategy, copy, creative, setup, installation, testing, reporting, or management.
- Use client branding and approved assets in campaigns created for that client.
- Deliver client-specific reports, screenshots, copy, graphics, and implementation instructions.

What Should Not Be Transferred

- Your Profit Tool Hub or PAP account login.
- The PAP software, source code, hosted-player system, or reusable embed-generation tools.
- The Client Profit Kit files as a resellable or giveaway product.
- Creative Vault source templates unless the applicable license expressly permits transfer.
- Access that would allow a client or third party to operate as another PAP agency under your purchase.

Recommended Client Access Model

1. You retain control of the PAP Agency account.
2. The client provides the video, page, brand, offer, and approval information.
3. You create and manage the PAP campaign.
4. You or the client install the approved code or hosted iframe.
5. You provide reports and agreed campaign changes.
6. If the service ends, define whether the campaign remains active, is paused, or must be transferred through a separate PAP purchase when available.

Suggested Agreement Clauses

Client Materials

Client represents that it owns or has permission to use all videos, images, logos, trademarks, copy, offers, testimonials, and destination pages supplied for the project.

Approval

Client is responsible for approving all advertising claims, prices, discounts, links, disclaimers, and compliance language before publication.

No Guarantee

Service provider does not guarantee any number of video views, pauses, ad displays, clicks, leads, sales, conversions, or revenue.

Third-Party Systems

Video platforms, page builders, browsers, devices, hosting providers, and other third-party systems may change or experience interruptions outside the service provider's control.

Software Access

PAP software access and the service provider's account remain the property and responsibility of the service provider. No software license or account ownership is transferred to the client unless expressly stated in writing.

Scope and Revisions

Only the deliverables and revision rounds listed in the accepted proposal are included. Additional work requires written approval and may require an additional fee.

Credentials

Each party will use reasonable care with login credentials and confidential access information. The client should remove unnecessary access after project completion.

Termination

The agreement should state what happens to live campaigns, hosted players, reporting, outstanding payments, and client assets when the service ends.

Privacy and Tracking Considerations

- Tell the client what PAP statistics are collected and how they are used for the service.
- Do not claim that PAP alone identifies individual viewers unless the software explicitly provides and permits that capability.
- Review the client's privacy policy, cookie notice, consent requirements, and applicable laws.
- Avoid collecting sensitive information through ad destination pages unless the client has appropriate safeguards.
- Use secure methods for credentials and client data.

Project-End Checklist

- ☐ Final report delivered.
- ☐ Outstanding invoices resolved.
- ☐ Client assets returned or archived.
- ☐ Temporary credentials removed.
- ☐ Live campaigns handled according to the agreement.
- ☐ Support period and future fees confirmed in writing.
- ☐ Client testimonial or referral requested only after approval.

Professional review recommended

Contract, privacy, tax, and regulatory requirements vary. Obtain qualified advice for your business and location before relying on sample clauses.