Jet Set Edit – Appendix A

Expires May 23, 2025

From	To
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Jet Set Edit	OptiSeal Australia Pty Ltd
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Appendix A – Performance Benchmark Reference

This appendix provides supporting data and context to help assess quarterly bonus eligibility as outlined in Section 7 of the proposal.

A.1 Summary of Actual Metrics (Feb 5 – May 4, 2025)

Metric	Target	Actual	Met?	Notes
Follower Growth	≥ 15%	~23.5%	✅	From ~34 to 42 followers
Engagement Rate	≥ 5%	~7.2%	✅	113 interactions ÷ 42 followers
Conversions / CTAs	≥ 50	63 link clicks + 214 site visits	✅	Sufficient even with basic tracking

A.2 Data Source Summary

- Instagram Insights (via Meta Business Suite): Interactions, Reach, Followers, Link Clicks
- Google Analytics 4 (GA4): Website visits, Referral sources

While tracking limitations exist, the above metrics were chosen as they are commonly used proxies in performance marketing where direct attribution is not always possible.

Total illustrative bonus (if agreement had been active): $225 AUD

A.3 Attribution Note

- Lack of UTM-tagged URLs on Instagram links
- Limited GA4 tracking of form submissions or contact actions
- Conversion values are estimated based on link click and referral behaviour.

A more robust attribution framework (e.g., UTM parameters, GA4 events) is recommended for future quarters.
This performance model is applied in good faith and subject to refinement as tracking improves.

A.4 Bonus Evaluation Example

Metric	Target	Actual	Met?
Follower Growth	≥ 15%	~23.5%	✅ Met
Engagement Rate	≥ 5%	~7.2%	✅ Met
Conversions / CTAs	≥ 50	63 link clicks + 214 site visits	✅ Likely Met

Note: Partial/prorated bonus language now consolidated under A.7 to avoid duplication.

A.5 Recommendations for Future Tracking

- Implement UTM parameters on all Instagram bio links and stories for improved attribution.
- Configure custom conversion events in GA4 (e.g., form submissions, contact clicks).
- Regularly review analytics data together to ensure transparency and alignment.

A.6 Definitions Recap

Metric	Definition / Formula
Follower Growth	(New Followers − Previous Followers) ÷ Previous Followers × 100
Engagement Rate	(Likes + Comments + Shares) ÷ Followers × 100
Conversions / CTAs	Tracked via link clicks, form fills, bio taps, etc.

A.7 Optional Performance Tiers

This appendix is incorporated by reference into the Social Media Marketing Proposal dated May 20, 2025, and shall be used to guide bonus eligibility assessments under **Section 7** of that proposal.

While the metrics and benchmarks set forth herein are illustrative, they reflect a shared understanding of desired performance outcomes.

Jet Set Edit may revise this appendix to improve data accuracy, attribution tracking, or align with evolving digital practices. Any updates will be communicated to the client in writing.

Bonus payments, including partial or prorated tiers, remain discretionary and are contingent upon:

- Written confirmation by both parties that the relevant targets were met, and
- Issuance of a valid invoice by Jet Set Edit for the agreed bonus amount.

Follower Growth Range	Potential Bonus Outcome
≥ 15%	Full bonus (as outlined)
12–14%	50–75% prorated bonus
< 12%	Not eligible (unless otherwise agreed)

Disclaimer

This appendix is provided for illustrative purposes only and does not guarantee bonus payment. Actual bonus eligibility and amounts will be determined by mutual written agreement and invoicing, as specified in the main proposal.

Client Acknowledgement of Receipt

By:

Jordan Schepton

Jordan Schepton

Date: May 20, 2025

By:

Nick Schaffer

Nick Schaffer

Date: May 22, 2025