

# Agency and Vendor Management Guideline

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Department: Marketing, Finance

## 1. Objective

To establish a standardized, transparent process for selecting, onboarding, and managing external marketing agencies and technology vendors.

## 2. Procurement Process

1. **Needs Assessment:** Document the clear objectives, scope of work (SOW), and budget.
2. **Vendor Vetting:** Agencies/Vendors must complete the **Legal/Compliance Due Diligence Form** (especially regarding IP rights and data handling).
3. **Contracting:** All contracts must be reviewed and signed by Legal and Finance before service commencement. Standard contract terms must include **IP assignment** to NexaCore for all creative deliverables.
4. **Budgeting:** Contracts must be allocated against the approved **Finance Budget Line** (per the **Budget Approval Policy**).

## 3. Performance Management

- **Defined KPIs:** Every SOW must include measurable, objective Key Performance Indicators (e.g., increase in MQL volume, reduction in CPA, specific project completion dates).
- **Regular Review:** Formal performance reviews must be held monthly or quarterly, depending on the contract value.

## 4. Termination and Offboarding

- **Data Return:** Upon termination, the vendor must securely destroy or return all NexaCore and client data within **[7 business days]**.
- **Access Revocation:** All system and platform access (CRM, analytics accounts, Slack channels) must be revoked by the internal Digital team immediately upon contract termination.