

Accord Project
Digital Marketing Working Group Charter

1. Background

a. Description and Goals

- i. The purpose of the Accord Digital Marketing Working Group is to produce standards and open source tools to bring greater visibility, value, and meaning to marketing relationships using smart legal contracts. Essential to this goal is bringing real-time visibility to the value being derived from marketing campaigns by integrating the wide variety of data sources and analytics into agreements.

b. Potential areas of focus and issues to address:

- i. performance reporting by marketing agencies
- ii. interrelations between clauses and data in multi-channel marketing agreements
- iii. measuring compliance and performance in content marketing contracts
- iv. incorporating dynamic tools and measurement methods for search engine optimization agreements
- v. terms and conditions that reduce page view and click-through fraud
- vi. connecting payment terms to customer-approved social media content
- vii. incorporation of machine learning in programmatic advertising agreements for ad placement
- viii. dynamic pricing based upon ad impression quality

2. Governance

a. Organization

- i. Chair
 - TBA
- ii. Members
 - TBA

b. Decisionmaking

- i. The Chair shall be responsible for carrying out the activities of the Working Group.
- ii. The Chair and each member have equal voting rights unless otherwise agreed or indicated by Accord Project rules.
- iii. The Chair may establish groups or committees of members subject to approval by the Accord Steering Committee, including a management committee made of the only members entitled to vote.
- iv. Proposals for deliverables, the establishment of sub-groups and committees, and other activities, are to be made by the Chair and voted

on by members, and documented and stored appropriately in the Accord Project's Confluence space (see below).

- v. A quorum of 50% or greater (including the Chair) of members entitled to vote is required for any vote.
- vi. Any tie breaking vote, where needed, may be made by the Chair.
- vii. Any modifications to this Charter relating to governance may be made by the Chair subject to approval of the Accord Steering Committee.

c. Regular Working Group Meetings

- i. Meetings will take place at least every two months. The date for the next meeting will be set at the previous meeting.
- ii. Various methods of meeting (e.g. video conferencing, in-person) may be used by a given Working Group. Multiple methods of meeting may be used, as determined by the WG. For example, a Working Group may have an in-person meeting every two months supplemented by conference calls.
- iii. Eligibility to participate: only Working Group members (including a proxy if an organizational member), or others as pre-approved by the Chair.
- iv. Agenda and logistical information (e.g. dial-in information) to be distributed by email at least one week in advance by the Chair and based on prior consultation with Working Group members.

d. Infrastructure and Communications

- i. [WG Website](#)
- ii. [Slack](#)
- iii. [Confluence](#)
- iv. Conference Calls

e. Events

- i. Conferences, meetups, and outward facing events intended to include participation by non-members of the Accord Project to be determined by Accord Steering Committee and Working Group Chair in consultation with Working Group members.