

Budd Media LLC  
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# Invoice

Bill to  
Digital Will Ads  
finance@digitalwillads.com

Invoice #  
348971-000001

Date issued                      Next payment due  
Oct 3, 2024                      Oct 3, 2024

SERVICE INFO	QTY	UNIT	UNIT PRICE	TAX	TOTAL
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## Contracted Hours

<b>Aug 23, 2024</b>	1	Hour	\$50	\$50
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Familiarizing myself with Clickup and Account Structure with the largest DWa Google Ad Accounts.

<b>August 26, 2024</b>	2	Hours	\$50	\$100
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Taking Stalk of DefinIT proposed strategy, website structure (Hubspot), and DWa accounts structure (Google). Cleaning and adding negative keywords provided by DefinIT to Google Ad account to negative keyword list in shared library.

<b>August 27, 2024</b>	0.5	Hours	\$50	\$25
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Coordination and clarification on assigned tasks.

<b>August 28, 2024</b>	3.5	Hours	\$50	\$175
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Investigation of DefinIT Hubspot tracking setup, location of all prior tracking scripts and integrations. Hubspot manual tracking installation, troubleshooting.

<b>August 29, 2024</b>	5.5	Hours	\$50	\$275
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DefinIT Hubspot manual tracking installation, troubleshooting, verification of correct install. DefinIT Google Ad campaigns setup. Activity reporting and task updates in Clickup.

<b>August 30, 2024</b>	2	Hours	\$50	\$100
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Tracking automation consultation with Will. Atlantic Training tracking troubleshooting with Hubspot + GTM. Reviewing client tracking questions and existing ad account setup for Perspire TV.

<b>September 3, 2024</b>	1.25	Hours	\$50	<b>\$62.50</b>
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DefinIT checking in on campaigns, adjusting bids. Tracking troubleshooting and coordinating with Perspire TV.  
Tracking troubleshooting and coordinating with Atlantic Training.

<b>September 4, 2024</b>	2.5	Hours	\$50	<b>\$125</b>
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Coordinating with Atlantic Training for tracking setup, planning implementation. Some client communication with Perspire TV. Tracking setup for Perspire TV.

<b>September 5, 2024</b>	0.75	Hours	\$50	<b>\$37.50</b>
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Tracking setup for Perspire TV

<b>September 6, 2024</b>	0.25	Hours	\$50	<b>\$12.50</b>
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Checking in on Clickup, some campaign tweaks.

<b>September 10, 2024</b>	2.75	Hours	\$50	<b>\$137.50</b>
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Meeting with Reileigh to figure out Clickup glitch. Campaign tweaks and updates for DefinIT. Communicating with Atlantic training and Eddie to get needed access, Zapier and Google offline conversions setup.

<b>September 11, 2024</b>	4	Hours	\$50	<b>\$200</b>
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Google Ad campaign buildouts for Perspire TV.

<b>September 12, 2024</b>	2	Hours	\$50	<b>\$100</b>
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Tracking setup and verification in Zapier for Atlantic Training.

<b>September 13, 2024</b>	5	Hours	\$50	<b>\$250</b>
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Google ad campaign buildouts for Perspire TV. Tracking documentation for Atlantic Training. Summary reports for the AMs.

Subtotal	\$1,650
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Tax 8.75%	\$0
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<b>Total (USD)</b>	<b>\$1,650</b>
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PAYMENT SCHEDULE

AMOUNT	DUE DATE	PAYMENT DATE	PAYMENT ID	STATUS
\$1,650	Oct 3, 2024			OVERDUE