

THE AD TECH TEAM

Proposal

The AdTech Team - Example Partnership Proposal

June, 2026

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Media Operations excellence

Expectations & Setup

01

Dedicated Resources

Full-time, dedicated AdTech team members seamlessly integrated into Agency's existing workflow with Agency email addresses.

02

Media Operations

The AdTech Team will align the most experienced and well matched resources to each type of task assigned. Media channels supported include, but are not limited to, Search, Social and Programmatic. AdTech Team will work in any platforms and tools, as directed by Agency.

03

Task Responsibility

Example tasks include media buying, optimization, pixel creation and implementation, troubleshooting, screenshots, report requests and more. Task types and process are pre-agreed to, ensuring smooth operations. All tasks are QAed by a 2nd person to ensure the highest quality standards.

Onboarding Workflow

To ensure a quick ramp-up time, we follow a strict 4-step process:

STEP 1

Gain Access to Accounts

We will create an onboarding document that lists all clients and platforms. We will keep track of the access granted and the level of access (ie, read, write, admin)

STEP 2

Learn Agency's Internal Processes

Internal documentation containing existing workflows and processes will be provided by Agency. Agency will provide any necessary training and we'll have regular check-ins.

STEP 3

Agency's Quality Assurance

For the first few tasks, Agency will double check AdTech Team's work to make sure we've clearly understood all instructions and executed each task perfectly.

STEP 4

Independent Task Management

Complete tasks independently & efficiently. Conduct QA on all tasks, verifying accuracy and adherence to process. Continue to learn, adapt and document best practices / new process.

Trial Period

The AdTech Team will be in a trial period for the first three months of the engagement.

1

Agency evaluates AdTech Team's performance

- AdTech Team will complete tasks as directed, but will not set anything live without Agency's approval.
- Agency will decide when AdTech Team may begin independent work.
- Agency will provide feedback to AdTech Team and AdTech Team will respond to all feedback and make adjustments, as needed.

2

Contract may be terminated immediately

- AdTech Team will continue work at the sole discretion of Agency.
- Agency may choose to end the trial and terminate the contract immediately at any point during the trial period.
- If Agency would like to off-board AdTech Team slowly, AdTech Team will continue work at full capacity until the end date set by Agency.

3

Number of Resources and Cost

- AdTech Team will provide up to 2 full-time resources for the trial period, at the discretion of Agency.
- AdTech Team will also provide a Team Lead and onboarding support.
- AdTech Team will provide resources at half-cost during the trial.

Timing of New Resources

The AdTech Team will provide the best possible resource for every job.

Trial Period

AdTech Team is immediately available to proceed with the trial period. The Trial Period will be 3 months, including onboarding time.

Post-Trial Resources

2-3 additional resources will be made immediately available by AdTech Team at the end of the trial period, at the request of Agency.

Back-Up Resources

AdTech Team will provide 1 back-up resource, at no additional cost, for every 3 full-time paid resources. Back-up resources provide PTO coverage for core AdTech Team members and will be immediately available to expand the core team at any time.

Additional Resources

Incremental resources will be made available by AdTech Team at any time, at the request of Agency, within 3 months or less.

The AdTech Team

Driving media operations excellence

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