Sig Advisory 7-Day Trial Terms and Conditions

These Trial Terms outline how the Sig Advisory 7-Day Free Trial works and what happens if the trial successfully generates a qualified lead.

Our goal is simple: prove that our cold email system can generate genuine interest from your target market before you pay us.

For questions about these terms, contact Sig Advisory LLC at jake@sigadvisory.co.

1. The Trial

Sig Advisory will build and launch a cold email campaign on your behalf at no upfront service charge.

The trial includes:

- Lead sourcing based on the agreed target audience
- Cold email campaign strategy and copywriting
- Sending infrastructure
- Campaign setup and management
- Inbox and reply management
- Follow-up with interested prospects
- Campaign reporting and visibility

The trial runs at a sending volume of 1,000 emails per day and lasts for 7 days of live outbound sending.

Your trial does not begin when you submit your payment information, complete onboarding, or while Sig Advisory is preparing your campaign. Day 1 begins when your campaign goes live and outbound emails begin sending.

2. Target Audience & Campaign Approval

Before launch, Sig Advisory and the Client will agree on the target audience ("ICP") for the campaign.

Sig Advisory will provide the targeting criteria and campaign messaging to the Client for approval before outreach begins.

Once approved, leads generated from prospects meeting those agreed targeting criteria may qualify under the terms below.

3. What Is a Qualified Lead?

For purposes of the trial, a Qualified Lead is a prospect who:

- Falls within the Client-approved target audience; and
- Responds to the campaign demonstrating genuine commercial interest in the Client's promoted service or offer

Examples of responses that may constitute a Qualified Lead include a prospect:

- Requesting additional information about the service or offer
- Asking about pricing, fees, availability, capabilities, candidates, or process
- Requesting examples, case studies, a proposal, or additional details
- Expressing interest in discussing the service
- Requesting or agreeing to a call or meeting
- Asking about next steps toward potentially working together

A Qualified Lead does not need to book a meeting to qualify. However, the response must demonstrate genuine commercial interest rather than simply acknowledging the email.

4. What Does NOT Count as a Qualified Lead?

The following do not qualify:

- Rejections or statements that the prospect is not interested
- Unsubscribe requests
- Automated or out-of-office responses
- Spam or invalid responses
- Prospects outside the Client-approved target audience
- Responses that merely acknowledge receipt of the email without demonstrating commercial interest
- Referrals or redirects that do not themselves demonstrate genuine commercial interest from a qualifying prospect

The purpose of this definition is to ensure the trial is considered successful only when Sig Advisory creates a legitimate potential sales opportunity within the agreed target market.

5. Trial Success & Payment

Before the trial begins, the Client will select a monthly service plan and provide a valid payment method. The plan (including sending volume) and the monthly service fee are those agreed with the

Client at sign-up.

Nothing is charged upfront for the trial.

If Sig Advisory and the Client agree that a Qualified Lead, as defined above, was generated during the 7-day trial, the trial will be considered successful and the Client's selected monthly plan will activate. The payment method on file will then be charged the monthly service fee agreed at sign-up.

If Sig Advisory does not generate an agreed Qualified Lead during the 7 days of live outbound sending, the Client will not be charged the monthly service fee if they do not want to continue.

6. After a Successful Trial

Following a successful trial, Sig Advisory will continue managing the Client's cold email program under the selected monthly plan.

Ongoing service is month-to-month and may be canceled before the next billing cycle.

Sig Advisory will work with the Client to transition from trial infrastructure to the infrastructure required for the ongoing campaign.

Domains and sending inboxes for the ongoing campaign are billed at cost to the Client. Those costs will be communicated to and approved by the Client separately.

7. Client Responsibilities

To allow Sig Advisory to properly execute the trial, the Client agrees to:

- Provide accurate information about its services and offer
- Provide information reasonably necessary to create the campaign
- Review and approve targeting and messaging before launch
- Avoid materially changing the approved offer or target audience after the trial begins without mutual agreement
- Respond reasonably promptly to requests for approvals or information needed to launch the campaign

Delays in onboarding, approvals, or setup do not reduce the Client's 7 days of live outbound sending.

8. Trial Agreement

By accepting these Trial Terms and submitting a payment method, the Client acknowledges and agrees that:

The trial begins when outbound sending goes live, at a volume of 1,000 emails per day. No service fee is charged upfront. If Sig Advisory and the Client agree that a Qualified Lead was generated during the trial as defined above, the trial is considered successful and the Client authorizes Sig Advisory to charge the payment method on file for the monthly plan and service fee agreed at sign-up. If no agreed Qualified Lead is generated during the trial, the monthly service fee will not be charged.

Company: the Client named at sign-up Selected plan: the monthly plan and sending volume agreed with the Client at sign-up Monthly service fee: the fee agreed with the Client at sign-up Trial length: 7 days of live outbound sending at 1,000 emails per day Approved target audience: the ICP / target market agreed with the Client before launch

Questions: jake@sigadvisory.co

Effective date: November 13, 2026

Sig Advisory LLC