PURESPECTRUM

Marketplace Invoicing Guide

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Marketplace Invoicing Quick Guide

Reconciliation Terms
All completes must be reconciled by the end of the month following when the complete was registered.

Invoicing Terms
Net 30 from invoice date.

Payment
Electronic Transfer, Check, & Credit Card (additional 3% processing fee).

Invoicing Models (Choose One Option)
• Monthly – All activity in a month will be Invoiced on a single invoice.
• PO – Final costs for a single project (surveys grouped by PO Field).
• Project – Final costs for a single survey.

Invoicing Sweep
For PO/Project models, any uninvoiced surveys will automatically be swept to invoice when the reconciliation window passes.

Responsibility to Invoice
For PO/Project models, clients are responsible to move surveys to invoice after reconciling.

Invoicing Preferences
If you have any invoicing preferences (recipients, Excel version, etc.), please reach out to **billing@purespectrum.com** to see what we can do.

Further Information
For a full guide of how to set-up your account, please continue reading through the full guide for additional information, including examples, screenshots, and helpful features.

Questions
For invoicing-related support, please reach out to **billing@purespectrum.com.**

*Please complete the Client Invoicing Preferences Form
See page 18

Reconciliation Terms

- All completes must be reconciled by the end of the month following when the complete was registered.

  Examples:

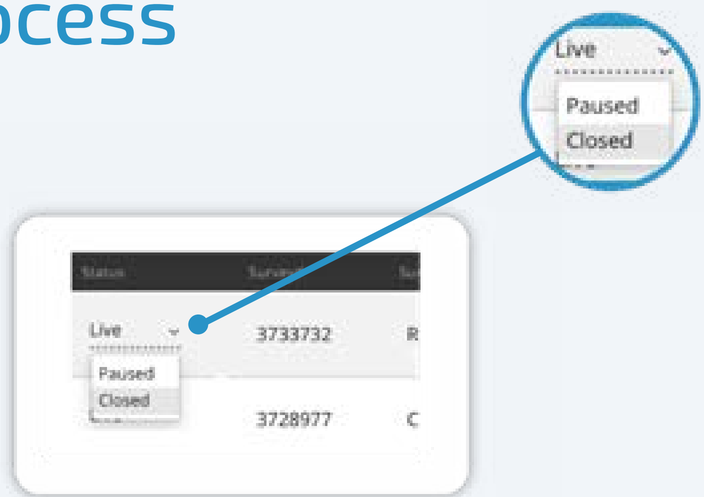
  - Complete Registered on January 1st – Must be Reconciled by February 28th
  - Complete Registered on January 15th – Must be Reconciled by February 28th
  - Complete Registered on January 31st – Must be Reconciled by February 28th
  - Complete Registered on February 1st – Must be Reconciled by March 31st

- Reconciliation terms have been established with our suppliers and are a consistent requirement across the board for all our customers.

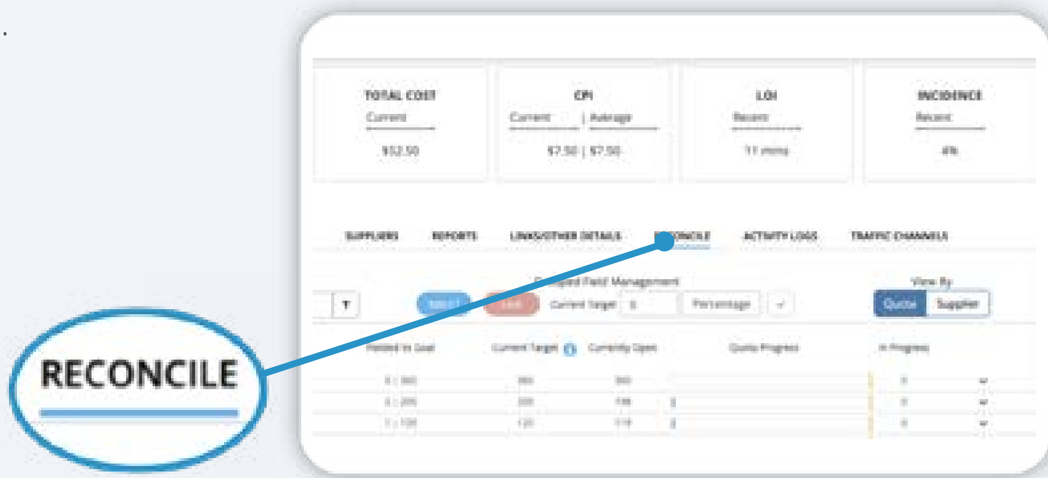
- If all completes on a survey are to be rejected, please reach out to your account manager for assistance no later than 3 business days prior to the reconciliation deadline. In these instances, self-reconciliation is not available.

Reconciliation Process

1. Locate all the relevant surveys in the platform ensuring they are set to **Closed** status.



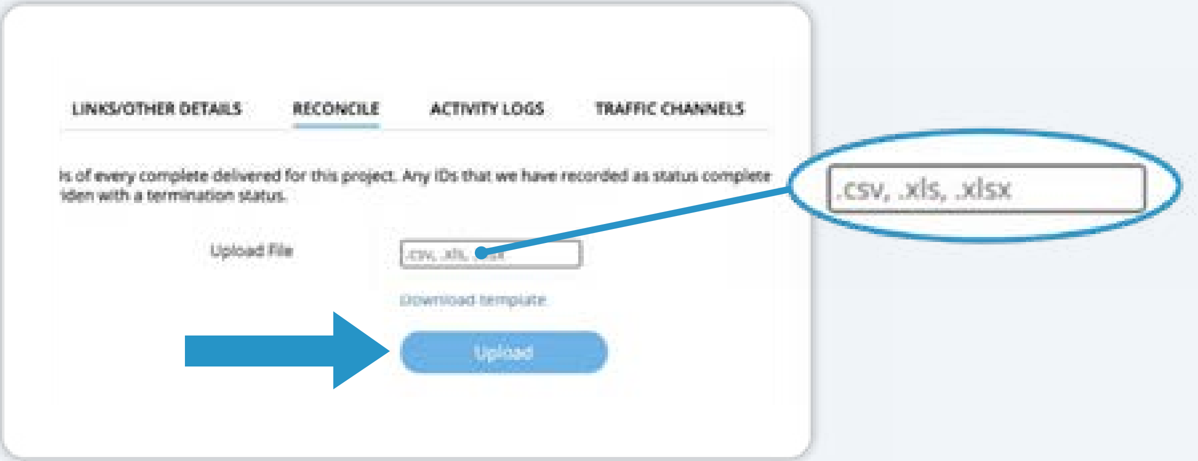
2. Click into the survey (or one if multiple) and select the **Reconcile** tab.



3. Prepare an Excel or .csv file of the accepted **Respondent IDs** (PureSpectrum's transaction_ids). The platform recognizes the IDs you upload as accepted completes. Any IDs not uploaded will be rejected.

Reconciliation Process - Continued

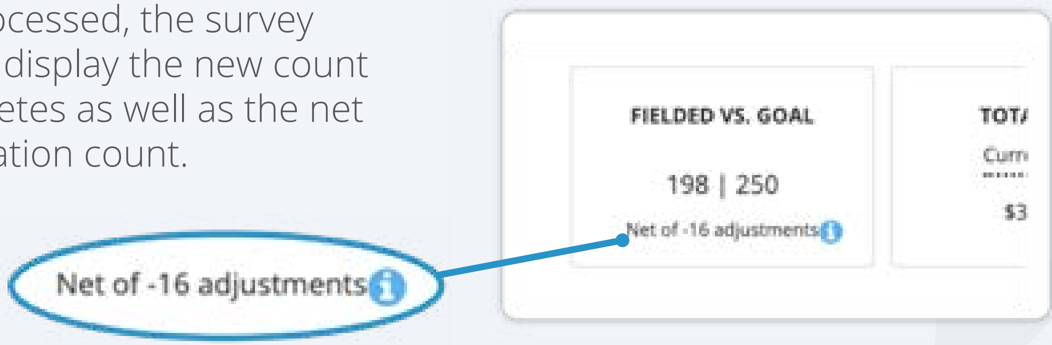
4. Click the box next to 'Upload File' to select the **Accepted IDs** file & click **Upload**.



If there are multiple surveys related to the same project (e.g., clones and audience splits), **only one** reconciliation file upload is needed so long as the file contains all the accepted IDs, and all surveys are set to **Closed** status. The platform will recognize the IDs from the other projects and reconcile those simultaneously.

5. A window will appear to **Confirm Final Counts,** showing how many IDs are eligible for reconciliation based on the survey(s) included in the file and how many IDs are being kept/rejected/accepted per the file. Check that these counts are accurate, then click **Continue**.

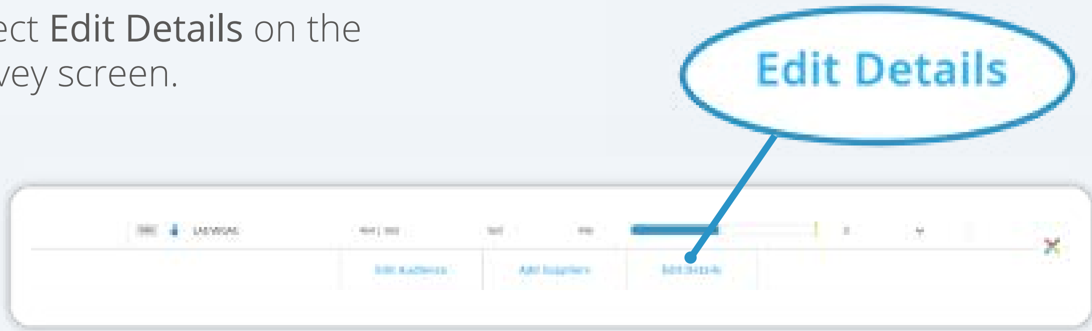
6. Once processed, the survey page will display the new count of completes as well as the net reconciliation count.



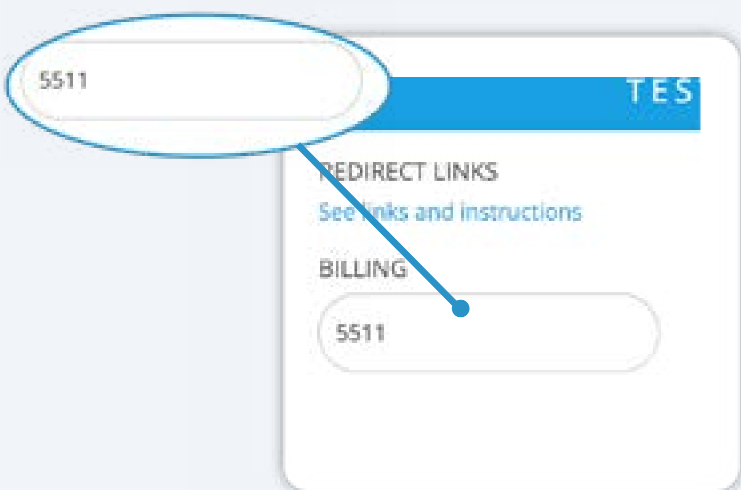
PO Numbers/Billing Identifiers

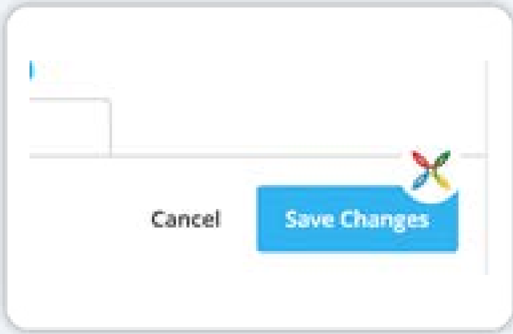
To Add a PO/Billing ID:

1. Select **Edit Details** on the survey screen.



2. Enter the **PO Number/Billing Identifier** in the 'Billing Field' and **Save Changes**.





The ability to utilize a **PO Number/Billing ID** applies to clients on **any** invoicing model (monthly/PO/project).

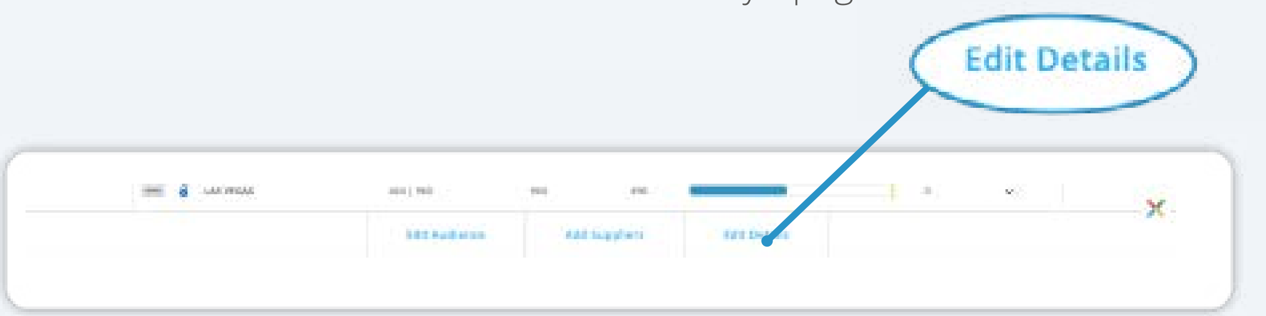
i. **Monthly Invoicing**: The PO must be entered *before the close of the month* to appear on the invoice.

ii. **PO/Project Invoicing**: The PO must be entered *before the survey* is set to invoice to appear on the invoice.

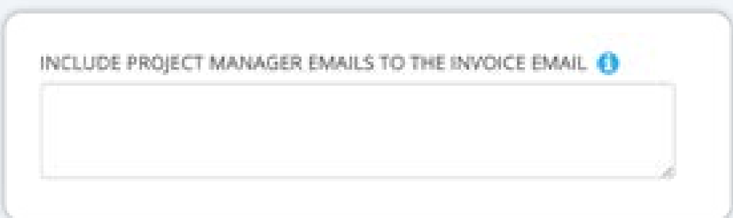
Invoices to Project Managers (PO/Project Only)

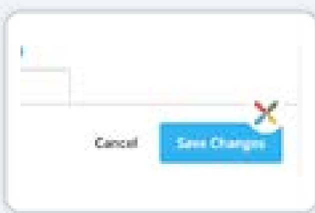
Project managers can be automatically copied onto relevant invoice emails. Accounts Payable emails are setup on an account-level basis to receive all invoices; this feature allows project managers to receive only specific invoices.

1. Select **Edit Details** on the bottom of a survey's page.



2. **Enter in the email address(es)** using commas to separate addresses with a 100-character limit and click **Save Changes**.





i. **PO Invoicing**: Email addresses only need to be added to *one* survey per PO so long as all surveys sharing a PO are moved to invoice on the same day. If surveys are moved to invoice on different days, one survey per day must have the email addresses added.

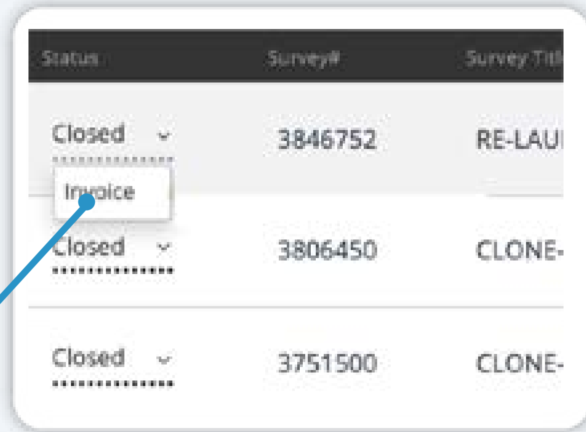
ii. **Project Invoicing**: Email addresses must be added to *every* survey

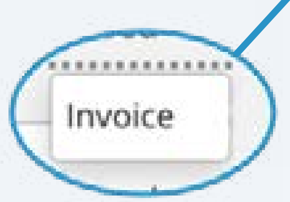
This must be completed prior to moving a survey to invoice

Moving Projects to Invoice (PO/Project Only)

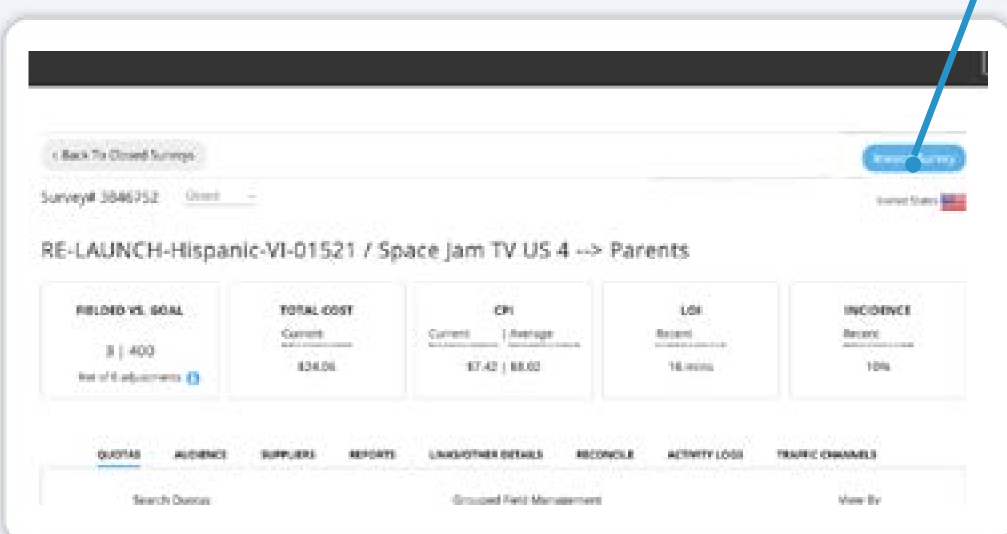
After completing the reconciliation and ensuring the Billing ID has been added, move projects to invoice by either:

Option 1: On the main dashboard, clicking the status drop-down within the survey to change from ‘Closed’ to Invoice.





Option 2: On the survey screen, click the Invoice Survey button.



Moving Projects to Invoice (PO/Project)

Option 3: Invoice Operations (best for invoicing multiple surveys)

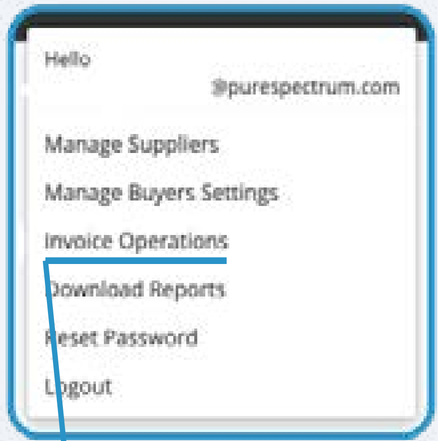
1. Access via the Main Menu

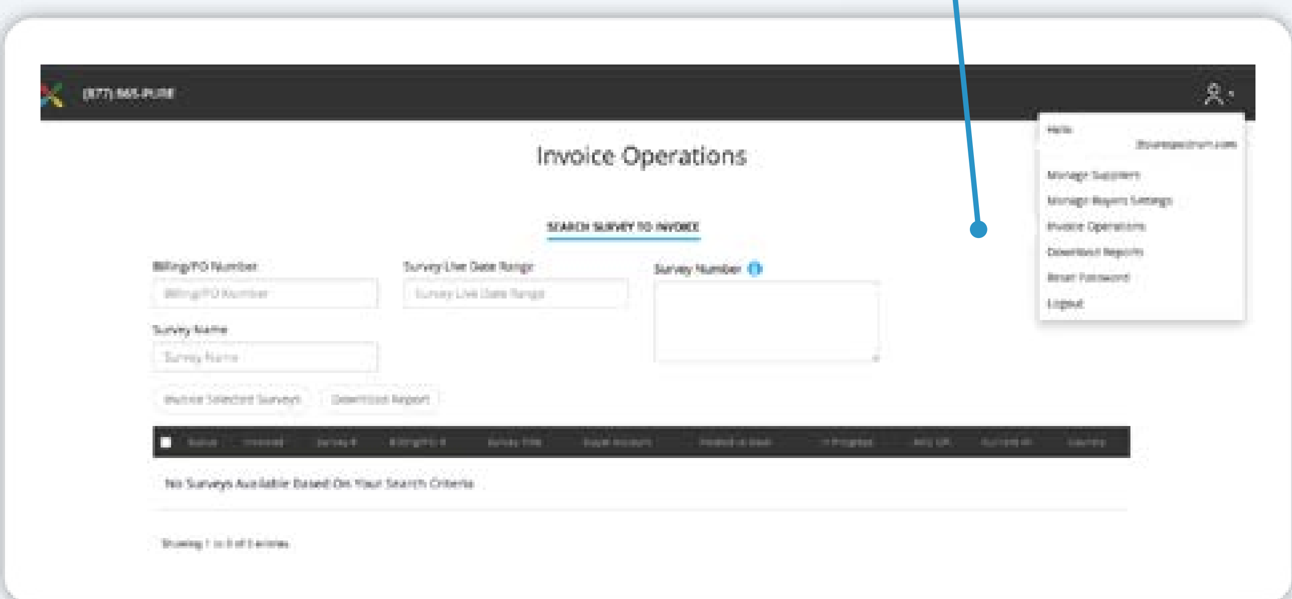
2. Search *Uninvoiced* Surveys by Billing/PO Number, Survey Name, Date Range, or Survey Number

3. Select One Survey, Multiple Surveys, or Entire Page of Surveys for the ability to:

   - Invoice **multiple** surveys from one screen
   - Also, the ability to download a report of those surveys

- Tip: To see surveys that are at-risk of being swept at the end of the month, set the date range to the prior month and search. Make sure to reconcile those surveys and move to invoice before the end of the month.





Invoicing Models (Choose One Option)

1. Monthly

- All activity in a month will be invoiced on a single invoice
    - That month's completes
    - The previous month's reconciliations uploaded that month

2. PO

- Final costs for a single project (all surveys sharing a common PO and moved to invoice on same day in platform)
    - Does not require buyer to use POs – just a common billing ID to group surveys together
- Required for all Service & Full-Service Accounts

3. Project

- Final costs for a single survey (all surveys will be invoiced individually)

1. Monthly Invoicing

- All activity in a month will be invoiced on a single invoice
  - That month's completes
    - Across all surveys regardless of whether a survey is closed or not
  - The previous month's reconciliations uploaded that month
  - If completes are registered and reconciled out within the same month, they will not be included in the invoice at all

Examples:

- In January, 150 completes ($1 CPI) were registered across all the surveys of new customer, Company ABC
- In February, 250 completes ($1 CPI) were registered across all of Company ABC's surveys
- In February, Company ABC uploaded a reconciliation rejecting 20 January completes ($1 CPI)
- Company ABC's February invoice will reflect 250 completes ($250) and a negative adjustment for 20 rejects (-$20) resulting in an invoice for $230

	January Completes	January Invoice	February Completes	February Reconciliations	February Invoice
Completes	150		250	-20	
CPI	$1		$1	$1	
CPI	$150	**$150**	$250	-$20	**$230**

Sent by PureSpectrum Finance generally within 3 business days after the close of the month.

2. PO Invoicing

- Final costs for a single project
- Surveys grouped together by a common billing ID (PO) and moved to Invoice on Same Day in Platform
  - Does not require buyer to use POs – just a common billing ID to group surveys together

Example:

PO is different resulting in a separate invoice.

Survey ID	Billing ID (PO)	Set to Invoice in Platform	Invoice #
1234567	A11055	1 January 2021	1234
1234568	A11055	1 January 2021	1234
1234569	A1155	1 January 2021	1235
1234570	A11056	1 January 2021	1236
1234571	A11056	1 January 2021	1236
1234572	A11056	1 January 2021	1236
1234573	A11056	2 January 2021	1237

PO is missing a character and doesn't match with other surveys resulting in a separate invoice.

Survey was set to invoice a day later than rest of the surveys sharing that PO resulting in a separate invoice.

- Required for all Service & Full-Service Accounts

  Sent by PureSpectrum Finance generally within 3 business days after survey set to invoice by client

3. Project Invoicing

- Final costs for a single survey
- Every survey will be on a separate invoice
  - Generally, not ideal for clients who use clones, targeted surveys, etc. as each of these will be on a separate invoice.

Example:

Survey ID	Survey Name	Invoice Number
1234567	Restaurant Test - US	1234
1234568	CLONE-Restaurant Test-US	1235
1234569	Restaurant Test - UK	1236
1234570	Restaurant Test - France	1237
1234571	Website Test - US	1238
1234572	Website Test - UK	1239

Sent by PureSpectrum Finance generally within 3 business days after survey set to invoice by client

Invoicing Sweep (PO/Project Only)

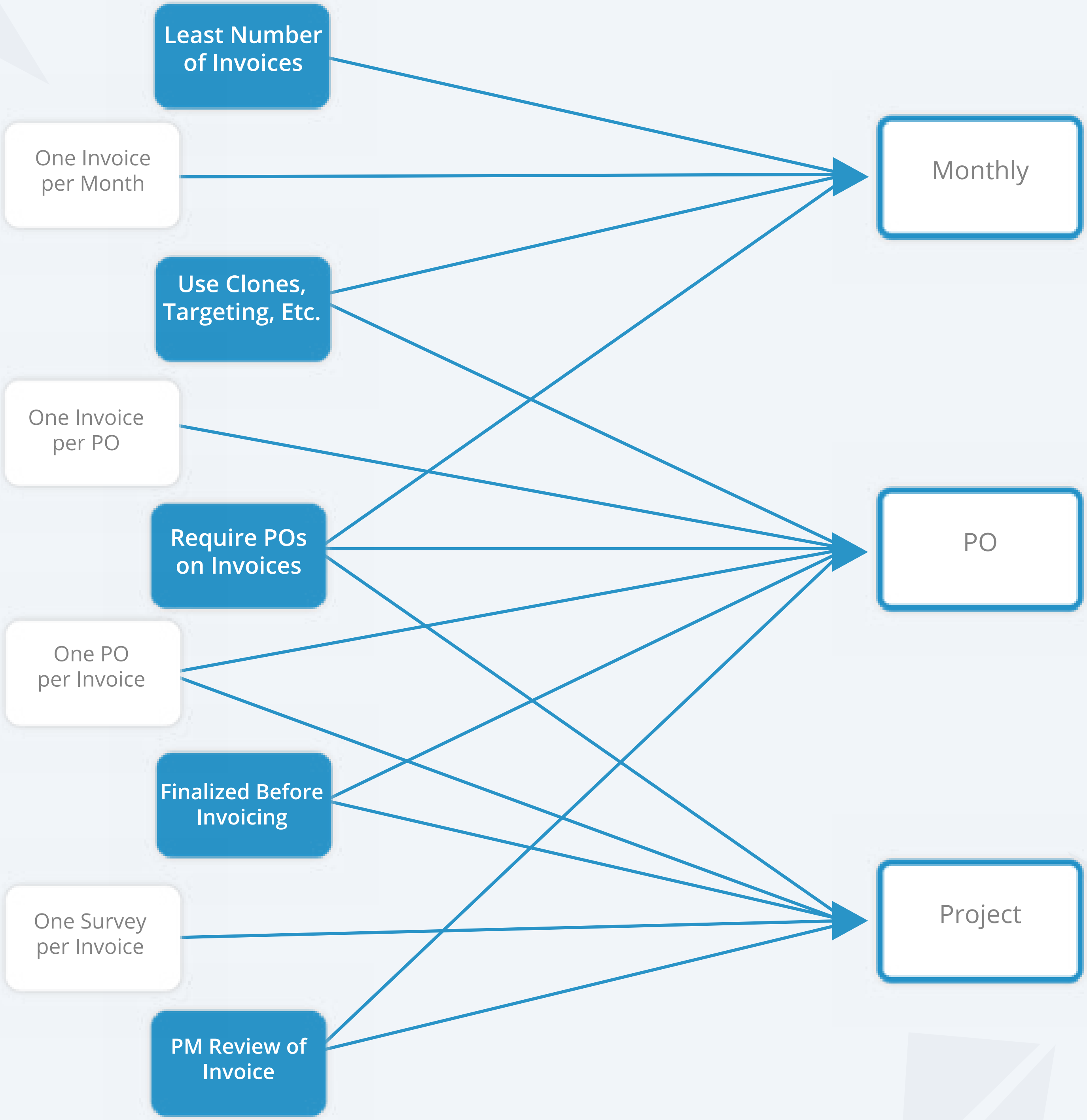
- When an uninvoiced survey's completes all pass their reconciliation window, the platform will **automatically** sweep the survey and set it to **Invoice**.
    - *See Reconciliation Terms for details on Reconciliation Window*

- Once swept, the survey's completes and total cost are fixed and will be invoiced accordingly.

- The Sweep is a last resort situation. In general, projects should be reconciled and set to invoice on an ongoing basis throughout the month.

- Sweep invoices will be dated the last day of the month and generally sent within 5 business days after the close of the month.

Choosing an Invoicing Model



Client Invoicing Preferences

Please reach out to billing@purespectrum.com regarding any invoicing preferences such as:

- Invoice Recipients:
  - AP/Finance Team, Procurement Team, Lead Project Manager, Specific Project Manager(s), etc.
    - We can accommodate a combination of these options as well.
- Excel Version of Monthly Invoice in addition to PDF Version
- Supplier/Vendor Forms
  - If required, please send all forms to billing@purespectrum.com for completion
- Supplier/Vendor Portals
  - If required, please send all portal invitations to billing@purespectrum.com
- W-9
  - For US clients, please reach out to billing@purespectrum.com to request a copy of our W-9 for your records

PureSpectrum Invoicing Expectations

- Invoice Questions
  - In order to best serve you, please reply with any questions regarding an invoice within 5 business days
- Terms – Net 30 from Invoice Date
  - PureSpectrum strives to have all invoices sent within 3 business days of the invoice date
- Payment Methods:
  - Electronic Transfer (Wire/ACH/BACS/FPS as applicable)
  - Check (US Clients Only)
  - Credit Card (additional 3% processing fee applies)
    - If opting to pay by credit card, please reach out to billing@purespectrum.com for a credit card payment link.
- Banking instructions will accompany each invoice specific to the invoiced currency
  - If utilizing multiple currencies within the PureSpectrum Marketplace, please ensure you remit payment to the proper bank account. *Clients are responsible for all loss of funds due to paying a different denominated account from the invoiced denomination.*
- Please provide remittance details to billing@purespectrum.com to ensure the payment is applied to invoices as intended.

All references to time and date in this guide are based on **United States Pacific Time.**

Client Invoicing Form

To be completed by your company's finance department and returned to **billing@purespectrum.com**

Legal Business Name:	
Trade Name/DBA:	
Invoicing Address:	
Entity Country:	
Entity Type:	
Entity Registration Number:	
VAT/GST/Sales Tax Number:	
Accounts Contact Name:	
Accounts Email & Phone:	
Invoicing Model:	☐ Monthly ☐ PO ☐ Project
Invoicing Guide Acknowledged:	☐ Yes
Name, Title, & Date Completed:	

Not all fields applicable to all clients depending on country and structure.
All invoicing preferences should be communicated via billing@purespectrum.com for possible accommodation.

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Thank you for reviewing. If you would like to discuss further, please contact us at billing@purespectrum.com