



### SHOW CASE

Company CLIP-DE-LA-PRESSE has closed a contract to search their clients 100 keywords in 4 free-to-air SAT TV channels (International English) for a duration of 1 month. CLIP-DE-LA-PRESSE has no pre-existing equipment (all they have is a satellite dish, electricity and air condition).

This is what CLIP-DE-LA-PRESSE orders through the SAIL LABS Shop **for one month**:

01	Feedexer™ 4 x 4	EUR 4.950,00,-
	Shipment (special offer)	FREE
04	KeyWord Finder en_ux 100	EUR 396,00,-
		<u>EUR 5.346,00,-</u> (excl. tax)

After the first month, the contract between CLIP-DE-LA-PRESSE and their client is extended to another 5 months. This is what CLIP-DE-LA-PRESSE (re-)orders through the SAIL LABS Shop **every month for the next 5 months** (or until the 100 words KeyWord Set changes):

4	(re-)order packages of the KeyWord Finder	<u>EUR 396,00,-</u> (excl. tax)
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The clients of CLIP-DE-LA-PRESSE like the offering and order more keywords that fit into the 100 keyword limit. Thus CLIP-DE-LA-PRESSE decides to **switch to the 200 keywords** package and (re-)orders the following on a monthly basis until the contract expires (or until the 200 words KeyWord Set changes):

04	KeyWord Finder en_ux 200	<u>EUR 596,00,-</u> (excl. tax)
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Now, the clients of CLIP-DE-LA-PRESSE extend their order to get greater coverage through monitoring more TV and FM Radio channels. CLIP-DE-LA-PRESSE decides to add 4 more free-to-air SAT TV channels and 4 FM Radio channels.

This is what CLIP-DE-LA-PRESSE orders through the SAIL LABS Shop **for one month**:

01	Feedexer™ 4 x 4	EUR 4.950,00,-
02	Feedexer™ 2 x 2	EUR 9.700,00,-
	Shipment (special offer)	FREE
12	KeyWord Finder en_ux 200	EUR 1.788,00,-
		<u>EUR 16.438,00,-</u> (excl. tax)

This is what CLIP-DE-LA-PRESSE (re-)orders through the SAIL LABS Shop until the contract expires (or until the 200 words KeyWord Set changes):

12	KeyWord Finder en_ux 200	<u>EUR 1.788,00,-</u> (excl. tax)
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