Understanding Billable vs. Non-Billable Support Hours

If your agreement includes support hours, this article explains what counts toward your monthly allotment. We refer to time that draws from your hours as **billable**, and time that doesn't as **non-billable**. Understanding this distinction can help you get the most out of your support plan and avoid any surprises.

What counts as billable time?

If your contract includes Client Success hours, those hours are used to support your account across a wide range of activities, including:

- Regular check-ins and status updates (weekly, bi-weekly, or as agreed)
- Campaign support (email, texting, social) and any ad hoc support requests
- Strategic planning and recommendations
- Account and campaign reviews
- Support request management — requirements gathering, ticket creation, tracking, and prioritization
- Reporting
- Training
- Custom development, reports, or analytics
- Managing client-requested enhancements

As a general rule: any activity that advances your project or serves your needs is billable.

Your CSM tracks time spent on your account each month. If your hours are running low, they'll let you know. Once your monthly allotment is reached, additional work can typically be carried into the next month — or completed sooner if you'd prefer. Each month resets with your contracted number of hours, and unused hours don't typically roll over unless otherwise agreed upon.

What's not billable?

The following are never deducted from your support hours:

- Product troubleshooting for bugs or platform issues (unless the issue was caused by you or one of your vendors)
- Escalations involving our leadership team

What's included in your monthly platform fees (CDP Fees)?

Your monthly platform fee covers the core costs of running and maintaining the Ascent360 platform — things like infrastructure, security, software licenses, data services, and ongoing product development. You don't need to think about these; they're simply built into your contract.