Acoustic Campaign

This Service Description describes Acoustic Campaign referred herein as the SaaS Product. The applicable Order provides pricing and additional details. Terms not defined in this Service Description have the meaning given elsewhere in the Agreement.

1.   Overview

Acoustic Campaign is a digital marketing platform that leverages Customer data and analytical insights to automate relevant cross-channel interactions. Acoustic Campaign provides solution-based editions and services described herein that map to marketer needs to simplify the buying process.

1.1   Acoustic Campaign

Customer may select from the following available offerings of Acoustic Campaign:

1.1.1   Campaign Essentials Edition

Campaign Essentials Edition is available on a subscription and pay-per-use basis. This SaaS Product offering includes the following functionality:

- Email Messaging: Create, test, and send emails with dynamic content that provides specific messages to each customer.
- Mobile Push Messaging: Deliver personalized messages by combining mobile app data with rich consumer profile information.
- Email Insights: Enable users to preview the look and feel of mailings across multiple different email clients, track email client usage across mailing lists helping to optimize email programs based on the specific devices and email clients that Customer uses.
- Social Audiences: Social media marketing application that allows Customer to send specific audiences and related ads to social media networks for marketing to the specific audience or to like audiences.
- Customer Profiles: Collect comprehensive Customer Data in a marketing database and leverage that data to drive automated campaigns and personalized communications.
- Program Automation: Create omni-channel marketing campaigns through a visual canvas that automates the sending of individual messages and/or nurture campaigns based on behavioral actions.
- Segment Creation: Use behavioral, profile, preference data, and more, to query and narrow down Customer's target audience. Optionally, integrate these segmentation queries with Customer's marketing strategies to deliver highly engaging, personalized content to Customer's target audience.
- Scoring: Score customers and prospects based on buying criteria, demographics, and behaviors such as website visits, form submissions, and message interaction, or on time-based components, including recency and frequency. Based on scores, marketing automation features route customers and prospects for appropriate follow-up.
- Performance Insights: A reporting and analytics capability to help marketers define and measure their campaign performance across digital channels.
- Content Builder: An intuitive, web-based editor enables Customer to create and edit content in the application, with point-and-click access to features, such as link tracking, personalization, dynamic content, and more.
- Dynamic Content: Create messages directly in the message body that are relevant and specific to each customer, using an intuitive point-and-click interface.
- A/B Testing: Send test emails to test subject line, from name or content elements; find out which element has the best response and send the best performing emails to contacts.

- Social Share: Share email marketing messages on social networking sites and produce detailed report results.

- Progressive Forms: Reduce form abandonment and build a contact's profile, over time, with progressive web forms that show different questions each time a contact visits a website or landing page.

- Digital Behavior Tracking: Monitor how contacts interact with Customer online by using calculators, live chats, social buttons, and more. Use these custom web tracking event behaviors to move a contact to a marketing program or a behavior scoring model.

- Landing Page: Point-and-click access to create campaign-specific pages and custom web forms.

- Behavioral Analytics: Manipulate mailing results to identify trends and target customer segments; define customer segments and select metrics to create cross-tab and table reports, and then manipulate reports by adding or removing fields, changing metrics, and sorting and ordering columns.

- Campaign Reports: Create aggregate and detailed reporting information about emails sent to customers. Reporting metrics include opens, conversions, rich media, forwards, and click-stream data access.

- Application Programming Interfaces (APIs): The Campaign Automation API Suite utilizes standard web protocols and file formats. Real-time requests and responses are handled via HTTPS and batches of data are handled via SFTP.

- Privacy Access and Erasure: User interface and APIs to assist in complying with privacy regulations' requirements for consumer access and erasure requests, including the ability to delete Customer Data.

Included in the subscription fees for an Instance of this SaaS Product offering are the following:

a. 10 Authorized Users (as defined below) per Organization

b. 20 active programs

c. 500,000 Marketing Interactions per month

d. Unlimited Database Records (as defined below)

e. 5 Organizations. An Organization means an independent environment within the Customer's Instance.

f. Unlimited email previews. An 'email preview' is registered each time Customer submits an email template for preview.

g. 1 scoring model

h. Any combination of domains, up to 25 sending domains, including but not limited to, customer branded host domains, landing page custom domains, and SSL certificate association set-up

i. 1 IP address for sending messages.

j. Customers sending more than 3 million email messages per year are eligible to receive a dedicated IP address; otherwise, a shared IP address will be assigned.

Customer may also purchase additional volumes of Authorized Users, programs, Marketing Interactions, scoring models, Organizations, domains, and IP addresses.

1.1.2 Campaign B2B Essentials Edition

Campaign B2B Essentials Edition includes all the capabilities of the Campaign Essentials Edition plus access to Customer Relationship Management (CRM) Integrations with Salesforce, Microsoft Dynamics, or SugarCRM. Included in the subscription fees for an Instance of Campaign B2B Essentials Editions are the following:

a. 10 Authorized Users per Organization

b. 20 active programs

c. 50,000 Database Records per month

d. Unlimited Marketing Interactions

e. 5 Organizations

f.   Unlimited email previews. An 'email preview' is registered each time Customer submits an email template for preview.

g.   5 scoring models

h.   Any combination of domains, up to 25 sending domains, including but not limited to, customer branded host domains, landing page custom domains, and SSL certificate association set-up

i.   1 IP address for sending messages

j.   Customers sending more than 3 million email messages per year are eligible to receive a dedicated IP address; otherwise, a shared IP address will be assigned.

Customer may also purchase additional volumes of Authorized Users, programs, Database Records, scoring models, organizations, domains, and IP addresses.

1.1.3   Campaign Standard Edition

Campaign Standard Edition includes all the capabilities of the Campaign Essentials Edition plus access to Customer Relationship Management (CRM) Integrations with Salesforce, Microsoft Dynamics, or SugarCRM. Included in the subscription fees for an Instance of Campaign Standard Edition are the following:

a.   20 Authorized Users per Organization

b.   Unlimited active programs (50 are initially provisioned)

c.   1 million Marketing Interactions per month for a total of 12 million Marketing Interactions that can be consumed annually

d.   Unlimited Database Records

e.   10 Organizations.

f.   Unlimited email previews. An 'email preview' is registered each time Customer submits an email template to this feature for preview.

g.   Unlimited scoring models (50 are initially provisioned)

h.   Any combination of domains, up to 25 sending domains, including but not limited to, customer branded host domains, landing page custom domains, and SSL certificate association set-up

i.   1 IP address for sending messages

j.   Customers sending more than 3 million email messages per year are eligible to receive a dedicated IP address; otherwise, a shared IP address will be assigned.

Customer may also purchase additional volumes of Authorized Users, Marketing Interactions, organizations, domains, and IP addresses.

Customers with unlimited active programs and scoring models are initially provided a quantity of 50. Additional active programs and scoring models can be requested as needed through the Campaign support team. Additional programs and scoring models will be deployed in specific numbers based on efficient use and as needed by the Customer.

1.1.4   Campaign B2B Standard Edition

Campaign B2B Standard Edition includes all the capabilities of the Standard Edition. Included in the subscription fees for an Instance of Campaign B2B Standard Edition are the following:

a.   20 Authorized Users per Organization

b.   Unlimited active programs (50 are initially provisioned)

c.   100,000 Database Records per month

d.   Unlimited Marketing Interactions

e.   10 Organizations

f.   Unlimited email previews. An 'email preview' is registered each time Customer submits an email template for preview

g.   Unlimited scoring models (50 are initially provisioned)

h.   Any combination of domains, up to 25 sending domains, including but not limited to, customer branded host domains, landing page custom domains, and SSL certificate association set-up

i.   1 IP address for sending messages

j.   Customers sending more than 3 million email messages per year are eligible to receive a dedicated IP address; otherwise, a shared IP address will be assigned.

Customer may also purchase additional volumes of Authorized Users, Database Records, organizations, domains, and IP addresses.

Customers with unlimited active programs and scoring models are initially provided a quantity of fifty. Additional active programs and scoring models can be requested as needed through the Campaign support team. Additional programs and scoring models will be deployed in specific numbers based on efficient use and as needed by the Customer.

1.1.5   Campaign Premium Edition

Campaign Premium Edition includes all the capabilities of the Standard Edition plus the following:

- Multifactor Authentication: Use an authentication code as a secondary log-on requirement, in addition to a user's username/password combination, to grant access to a Campaign Automation account through a web browser.

- Duplicate Message Send: Receive exact copies of email messages sent to customers for regulatory, compliance, audit, or other tracking purposes.

- Transact: Deliver real-time, custom branded, one-to-one transactional messages generated by triggers in emails, web forms, landing pages, or tele-sales.

Included in the subscription fees for an Instance of this SaaS Product are the following:

a.   Unlimited Authorized Users per Organization (20 are initially provisioned per organization)

b.   Unlimited active programs (50 are initially provisioned)

c.   1,500,000 Marketing Interactions per month

d.   Unlimited Database Records

e.   Unlimited Organizations (10 are initially provisioned)

f.   Unlimited email previews. An 'email preview' is registered each time Customer submits an email template for preview.

g.   Unlimited scoring models (50 are initially provisioned)

h.   Unlimited sending domains (5 are initially provisioned) including SSL certificate associations

i.   Unlimited Customer branded host domains (1 is initially provisioned) including SSL certificate associations

j.   Unlimited landing page custom domain (1 is initially provisioned) including SSL Certificate associations

k.   Unlimited IP addresses for sending messages (5 are initially provisioned)

l.   Unlimited Transact Organizations (1 is initially provisioned)

m.   Customers sending more than 3 million email messages per year are eligible to receive a dedicated IP address; otherwise, a shared IP address will be assigned.

Customer may also purchase additional volumes of Marketing Interactions.

Customer is provided an initial volume of Authorized Users, programs, organizations, scoring models, sending domains, Customer branded host domains, and IP addresses. Additional volumes can be requested as needed through the Campaign support team. Additional volumes will be deployed in specific numbers based on efficient use and as needed by the Customer.

1.1.6 Campaign B2B Premium Edition

Campaign B2B Premium Edition includes all the capabilities of the Premium Edition. Included in the subscription fee for an Instance of Campaign B2B Premium Edition are the following:

a.   Unlimited Authorized Users per Organization (20 are initially provisioned per organization)

b.   Unlimited active programs (50 are initially provisioned)

c.   150,000 Database Records per month

d.   Unlimited Marketing Interactions

e.   Unlimited Organizations (10 are initially provisioned)

f.   Unlimited email previews. An 'email preview' is registered each time Customer submits an email template for preview.

g.   Unlimited scoring models (50 are initially provisioned)

h.   Unlimited sending domains (5 are initially provisioned), including SSL certificate association set-up

i.   Unlimited Customer branded host domains (1 is initially provisioned), including SSL certificate association set-up

j.   Unlimited IP addresses for sending messages (1 is initially provisioned), including SSL certificate association set-up

k.   Unlimited Transact Organizations (1 is initially provisioned) if Customer subscribes to Transact message volume add-on

l.   Customers sending more than 3 million email messages per year are eligible to receive a dedicated IP address; otherwise, a shared IP address will be assigned.

Customer may also purchase additional volumes of Database Records.

Customer is provided an initial volume of Authorized Users, programs, organizations, scoring models, sending domains, Customer branded host domains, Transact Organizations, and IP addresses. Additional volumes can be requested as needed through the Campaign support team. Additional volumes will be deployed in specific numbers based on efficient use and as needed by the Customer.

1.1.7 Campaign Engage

Campaign Engage is a cloud-based digital marketing platform that supports omni-channel marketing and lead management. The SaaS Product uses Customer Data and individual behaviors, collected from a variety of sources, to inform and drive personalized interactions in real time on behalf of the Customer. Campaign Engage includes all the capabilities provided by Campaign Essentials Edition except for the following functionality, which must be purchased separately: Mobile Push Messaging, Social Audiences, Group Messaging, and Email Insights.

Included in the subscription fees for this SaaS Product are the following:

a.   Any combination of domains, up to 25 sending domains, including but not limited to, customer branded host domains, landing page custom domains, and SSL certificate association set-up

b.   1 Customer branded host domain

c.   1 IP address for sending messages

d.   10 Organizations

e.   Unlimited Authorized Users (20 are initially provisioned per organization)

f.   Unlimited active programs (50 are initially provisioned)

g.   Unlimited scoring models (50 are initially provisioned)

Campaign Engage may be subscribed to either based on Digital Messages or Database Records.

1.2 Optional Services

1.2.1 Campaign SMS

Campaign SMS provides marketers with the ability to send SMS messages on the Campaign digital marketing platform. Customers will have SMS volume incorporated as part of their Marketing Interactions entitlement under the following circumstances:

- Customer must subscribe to a Campaign Edition.
- Customer must send SMS messages either (1) in the United States using an Acoustic provided USA Shared Short Code, Dedicated Short Code, Dedicated Virtual Long Number (VLN), or Dedicated Toll-Free Code, or (2) by leveraging an independent SMS gateway with Acoustic SMPP technology.
- Customer's Transaction Document must stipulate the SMS code type.

Customers leveraging a USA Dedicated Code must also pay one-time fees for **USA Dedicated Code Set Up** and subscription fees for **USA Dedicated Code Access**.

Customers using Acoustic SMPP technology to connect to an independent gateway are entitled to connect to one SMS gateway. Customer may connect to more SMS gateways by purchasing additional set up fees.

1.2.2 Campaign Social Audiences

Campaign Social Audiences provides marketers with the ability to target their customers using paid social media. Customers who purchase a Campaign Edition have Social Audiences included as part of Customer's Marketing Interaction Events. Social Audiences can also be purchased as a standalone product.

Included in the subscription fees for Acoustic Campaign Social Audiences are the following:

a. 1 Organization.

b. 20 Authorized Users

1.2.3 Campaign Engage Mobile

Campaign Engage Mobile enables Customer to collect data from its smartphone applications and send push notifications (including but not limited to iPhone, iPad and Android). The functionality includes the ability to send personalized push notifications with actions that drive engagement with Customer's smartphone application. A software development kit ("SDK") is provided that enables the application to send push notifications as well as register the device and send events to Acoustic Campaign.

1.2.4 Campaign WeatherFX

Campaign WeatherFX allows Customers to use weather event triggers from The Weather Company for sending personalized communications. Weather event triggers are available in 3 different tiers:

- Relative Triggers – Provides weather event triggers relative to geography and season

- Product Triggers – Provides weather event triggers relative to product usage and sales or consumer activity

- Premium Triggers – Provides custom weather event triggers based on combinations of product detail, consumer activity, and weather information

Weather event triggers are only available in select geographies.

1.2.5 Campaign Distributed Marketing

Campaign Distributed Marketing allows Customer to create localized marketing campaigns for local field marketers, franchisees, local agents/distributors or branch office marketers. The Distributed Marketing platform supports the B2B2C marketing needs where the corporate marketer interacts with the local marketers. Campaign Distributed Marketing includes 10 hours of brand support.

- Customers subscribing to Campaign Distributed Marketing must also obtain entitlements to **Campaign Distributed Marketing Authorized Users**.

1.2.6 Campaign Duplicate Message Send

This service offers the following capabilities to subscribers of Campaign Essentials Edition, B2B Essentials Edition, Standard Edition, and B2B Standard Edition. Duplicate Message Send allows a Campaign Customer to receive exact copies of the personalized message sent to its customers for regulatory, compliance, audit, or other tracking purposes. Duplicate Message Send currently only applies to email. This offering is available as a subscription and provides unlimited duplicate message sends.

1.2.7 Campaign Additional Scoring

This service offers the following capabilities to subscribers of Campaign Essentials Edition and B2B Essentials Edition. Additional Scoring provides the capability to add additional scoring models beyond those included in the Customer's Campaign Edition. Additional scoring models can be requested as needed through the Campaign provisioning team. Additional models will be deployed in specific numbers based on the most efficient use of the scoring feature and as needed by the Customer.

1.2.8 Campaign Additional Programs

This service offers the following capabilities to subscribers of Campaign Essentials Edition and B2B Essentials Edition. Additional Programs provides the capability to add additional active programs beyond those included in the Customer's Campaign Edition. Additional active programs can be requested as needed through the Campaign provisioning team. Additional programs will be deployed in specific numbers based on efficient usage of the programs feature and as needed by the Customer.

1.2.9 Campaign Additional IP Address

This offering is the yearly subscription for an additional IP address.

1.2.10 Campaign Citrix Integration

This service provides Campaign product functionality for use with one instance of the Citrix GoToWebinar products. This integration imports attendee session and profile data into a Engage Relational Table on a daily basis. Customer must purchase its Citrix license separately.

1.2.11 Campaign CRM Integration

This service enables Customer to establish a synchronization of data between Salesforce.com, Microsoft Dynamics, or SugarCRM relationship management systems and Acoustic Campaign. Integration is limited to one CRM system instance and one Campaign marketing database.

1.2.12 Campaign Inbox Monitoring

This service allows Customers to measure general inbox delivery to large Internet Service Providers (ISPs) and Inbox Providers across multiple regions. This SaaS Product is available on a pay per use basis.

1.2.13 Campaign Barcode Generator

This offering provides functionality to embed barcodes or promotional codes in emails. Campaign accepts a barcode number and outputs an image to be included in emails.

1.2.14 Campaign Web Analytics Integration

This service provides integration between Campaign (one Org) and one of the following web analytics systems: Digital Analytics or Adobe Omniture.

1.2.15 Campaign WebEx Integration

This service provides Campaign product functionality for use with one instance of Cisco WebEx. This integration imports attendee session and profile data into a Campaign Relational Table on a daily basis. Customer must purchase its WebEx license separately.

1.2.16 Campaign Ticketmaster Integration

This service provides Campaign the ability to integrate with Ticketmaster data sets. The data set is pushed to relational tables in Campaign at a set frequency. Data can be used for segmentation, scoring and personalization.

1.2.17 Campaign Transact

This service provides the ability to deliver real-time, custom branded, one-to-one transactional messages generated by triggers in emails, web forms, landing pages or tele-sales. Campaign Transact is a dedicated sending architecture specifically designed for the unique needs of transactional or triggered messages such as receipts, notifications, alerts, itineraries, etc. It can be connected to an in-house system currently triggering messages.

- Customers who subscribe to Campaign B2B Essentials, B2B Standard, or B2B Premium must also obtain entitlements to **Campaign Transact Messages**.

1.2.18 Campaign Add-On Domain

This add-on updates the SaaS Product environment to use an additional Reputation Identity. This service can be used for adding both sending and Customer branded host domains to the SaaS Product environment.

1.2.19 Campaign Add-On Organization

This add-on provides an additional Campaign organization (an independent environment set up to usually add an additional company or division).

1.3 Acceleration Services – Setup

1.3.1 Acoustic Campaign Onboarding - Email

Acoustic Campaign Onboarding - Email provides consulting services for new Customer onboarding, enabling users to fast track configuration, and utilize functionality in the SaaS Product. This remotely delivered service offering provides up to 18 scheduled, one-hour meetings, which must be delivered within a 90-day period. This service is required with an initial Campaign subscription and begins at the start of the term.

A consultant will guide Customer through transitioning to core Campaign topics including provisioning and set up, database and content best practices, email deliverability best practices, email program automation, scoring models, and reporting. In addition, Customer will be able to select additional topics of choice to further explore the SaaS Product, including overviews on UBX, API guidance, Journey Designer, and more. At the end of the service, a consultant will review with Customer goals and objectives, suggestions for future expansion, and transition to ongoing support or services.

An active subscription to Acoustic Campaign is required.

1.3.2 Acoustic Campaign Onboarding - Existing Client

This service provides optional consulting services for an existing Customer with new marketing employees to onboard to the SaaS Product. This service will enable users to fast track training, review the existing configuration, and utilize functionality in the SaaS Product. This remotely delivered service offering provides up to 10 scheduled, one-hour meetings, which must be delivered within a 60-day period.

A consultant will guide Customer's employees (up to 3 participants) through basic understanding of the current SaaS Product configuration and core Campaign topics, including database and content best

practices, email deliverability best practices, email program automation, scoring models, and reporting. Additional topics of choice related to Campaign can be covered as time permits.

This service can also be sold in conjunction with Campaign Essentials Edition as initial onboarding where advanced functions will not be used.

An active subscription to Acoustic Campaign is required.

1.3.3   Acoustic Campaign Onboarding - Mobile Push

This service provides provisioning process assistance and product configuration assistance activities to enable the use of Acoustic Campaign – Mobile Push (Simple Mobile Push) through the Acoustic interface. This is limited to onboarding activities and does not include consulting hours for data optimization or general architecture. This remotely delivered service offering provides up to 10 scheduled, one-hour meetings, which must be delivered within a 180-day period from the start of the engagement.

The meetings will guide customers in basic setup and configuration of the push notification services via the following topics: org setup, mobile-push database enablement, introduction to the mobile acoustic sample apps and SDK, and assistance building and sending simple push notifications through the interface.

Topics of choice meetings are available and are limited to out of the box functionality which does not include custom data configuration, custom data architecture, custom code, custom API work, geo-fencing, beacons, or custom development. This standard overview includes use case examples to enable in-app and/or inbox messaging through the Acoustic interface. The services described herein are a basic introduction to Acoustic Campaign Mobile Push Onboarding.

1.3.4   Acoustic Campaign Onboarding - SMS Light

This service provides consulting services for new Client Onboarding in the Cloud Service for SMS supporting set up activities for shared codes, one way message sending using Sender IDs, or one dedicated long code provisioned by Acoustic. A maximum of two shared codes or two Sender IDs through the carrier approval process can be supported and up to two language delivery set ups for SMS campaigns that require carrier approval. This service is remotely delivered.

1.3.5   Acoustic Campaign Onboarding - SMS

This service provides onboarding consulting services supporting set up activities for SMS dedicated short code subscriptions that require mobile carrier approval or Clients who desire a more robust onboarding regardless of code type. This service is designed for implementations that incorporate up to two dedicated short codes provisioned by Acoustic and up to two language delivery set ups for SMS campaigns that require carrier approval. This remotely delivered service offering provides up to 20 hours of consulting through email, phone appointments, and other required task on behalf of our customer, which must be delivered within a 180-day period from the start of the engagement. This service is required for all new Customers that purchase a dedicated short code or bring a code from their own SMS gateway for use with an Acoustic Campaign subscription.

A consultant will guide Client through the SMS implementation process for the Cloud Service in two phases.

Phase One: Consultant assists Client through the required documentation processes and SMS program build work required for mobile carrier testing for dedicated code approval and code procurement or platform configuration with the Client's chosen SMS gateway (if applicable).

Phase Two: Onboarding topics include mobile database enablement, completing SMS integration, SMS within web forms to capture SMS consent opt-in, best practices when capturing SMS consent, all SMS programs available, segmenting to the SMS channel, and SMS within automated programs.

Optionally, the Acoustic consultant can provide basic recommendations to send transactional SMS messages via API.

1.3.6 Acoustic Campaign Managed Services - IP Address Warm Up

This service is an optional service intended to guide customers in building reputation with a new IP. This service provides a one-hour strategy call with a deliverability consultant, up to 25 hours of remotely delivered managed services over a 60-day period to execute ramp up of a single IP address used by Acoustic Campaign, and a one hour debrief call with a deliverability consultant. Up to two non-critical, non-time-sensitive emails are in scope for the purpose of reputation building (self-sustained HTML ready mailing content required). This service does not guarantee white-listing or IP ramp up success, as this is dependent upon many external factors. This part is best combined with Deliverability setup, located in section 1.3.7.

1.3.7 Campaign Deliverability Consultation

This service helps Customers discover and implement email marketing and deliverability best practices with Campaign. This remotely delivered service provides up to 22 consultation hours. A deliverability consultant is assigned to lead Customers and provide specific strategies that can be directly applied to active sending patterns.

1.3.8 Acoustic Campaign Flex Services - 50

The Acoustic Campaign Flex Services - 50 service provides access to service team members with varied skills needed to support the entire customer journey from developing marketing strategy, to best practice configuration, system health, and managed services. 15% of hours should be estimated for project management.

The offer comes with bucket of 50 consulting hours. These hours can be used for tasks to include onboarding, product configuration and expansion, education, best practices, custom application development, or project management. These hours can be transferred to perform managed services using a conversion formula (Consulting Hours x 1.2 = Managed Service Hours) or Strategic Services using a conversion formula (Consulting Hours x 0.80 = Strategic Service Hours). Managed Service hours can be used for tasks such as warm up of a new IP, migrating email templates for use in Acoustic Campaign, or building and executing outbound campaigns in production. Strategic Service hours can be used for building a strategic marketing roadmap, marketing industry best practices and overall organizational health assessments. Acoustic will determine whether tasks are Managed Services or Strategic Services.

The service is provided remotely, and must be consumed within 365 days of project kickoff

1.3.9 Acoustic Campaign Flex Services – 190

The Acoustic Campaign Flex Services - 190 service is the recommended service for all customers with an Acoustic Campaign Essentials subscription. This is the default service for customers purchasing a Year 1 Success Plan as well as Subsequent Year Success Plans. The service provides access to services team members with varied skills needed to support the entire customer journey from developing marketing strategy, to best practice configuration, system health, and managed services. 15% of hours should be estimated for project management.

The offer comes with bucket of 190 consulting hours. These hours can be used for tasks to include onboarding, product configuration and expansion, education, best practices, custom application development, or project management. These hours can be transferred to perform Managed Services using a conversion formula (Consulting Hours x 1.2 = Managed Service Hours) or Strategic Services using a conversion formula (Consulting Hours x 0.80 = Strategic Service Hours). Managed Service hours can be used for warm up of a new IP, migrating email templates for use in Acoustic Campaign, or building and executing outbound campaigns in production. Strategic Service hours can be used for building a

strategic marketing roadmap, marketing industry best practices and overall organizational health assessments. Acoustic will determine whether tasks are Managed Services or Strategic Services.

The service is provided remotely, and most be consumed within 365 days of project kickoff.

1.3.10 Acoustic Campaign Flex Services – 390

The Acoustic Campaign Flex Services - 390 service is the recommended service for all customers with an Acoustic Campaign Standard subscription. This is the default service for customers purchasing a Year 1 Success Plan as well as Subsequent Year Success Plans. The service provides access to services team members with varied skills needed to support the entire customer journey from developing marketing strategy, to best practice configuration, system health, and managed services. 15% of hours should be estimated for project management.

The offer comes with bucket of 390 consulting hours. These hours can be used for tasks to include onboarding, product configuration and expansion, education, best practices, custom application development, or project management. These hours can be transferred to perform Managed Services using a conversion formula (Consulting Hours x 1.2 = Managed Service Hours) or Strategic Services using a conversion formula (Consulting Hours x 0.80 = Strategic Service Hours). Managed Service hours can be used for warm up of a new IP, migrating email templates for use in Acoustic Campaign, or building and executing outbound campaigns in production. Strategic Service hours can be used for building a strategic marketing roadmap, marketing industry best practices and overall organizational health assessments. Acoustic will determine whether tasks are Managed Services or Strategic Services.

The service is provided remotely, and most be consumed within 365 days of project kickoff.

1.3.11 Acoustic Campaign Flex Services – 600

The Acoustic Campaign Flex Services - 600 service is the recommended service for all customers with an Acoustic Campaign Premium subscription. This is the default service for customers purchasing a Year 1 Success Plan as well as Subsequent Year Success Plans. The service provides access to services team members with varied skills needed to support the entire customer journey from developing marketing strategy, to best practice configuration, system health, and managed services. 15% of hours should be estimated for project management.

The offer comes with bucket of 600 consulting hours. These hours can be used for tasks to include onboarding, product configuration and expansion, education, best practices, custom application development, or project management. These hours can be transferred to perform Managed Services using a conversion formula (Consulting Hours x 1.2 = Managed Service Hours) or Strategic Services using a conversion formula (Consulting Hours x 0.80 = Strategic Service Hours). Managed Service hours can be used for warm up of a new IP, migrating email templates for use in Acoustic Campaign, or building and executing outbound campaigns in production. Strategic Service hours can be used for building a strategic marketing roadmap, marketing industry best practices and overall organizational health assessments. Acoustic will determine whether tasks are Managed Services or Strategic Services.

The service is provided remotely, and most be consumed within 365 days of project kickoff.

1.3.12 Acoustic Campaign Product Consulting - 1 Hour

Product consulting is a remotely delivered service used to plan an implementation, design an Acoustic solution, manage an Acoustic project or configure an Acoustic product. Minimal order of 30 hours is required and can be combined with other packaged service hours to meet the minimum hour requirement. For example, a customer may need 60 hours, so the customer will purchase the Acoustic Campaign Flex Services – 50 and 10 additional consulting hours.

1.3.13 Acoustic Campaign Managed Services - 1 Hour

This service provides up to 1 hour of remotely delivered managed services, including but not limited to, list and mailing import, segmentation management, scoring model creation, asset preparation/configuration, campaign deployment, reporting and other in-product activities on behalf of the Client. Minimal order of 30 hours is required and can be combined with other packaged service hours to meet the minimum hour requirement. For example, a customer may need 60 hours, so the customer will purchase the Acoustic Campaign Flex Services – 50 and 10 additional managed service hours. This service must be consumed within 365 days of purchase.

1.3.14 Acoustic Campaign Account Direction - 1 Hour

Strategic Account Direction is a remotely delivered service where hours can be used to build a strategic marketing roadmap, apply marketing industry best practices, conduct an overall organizational health assessment, or just work directly with clients to determine specific strategic focus within a client's use of Acoustic solutions and their extended ecosystems. Minimal order of 30 hours is required and can be combined with other packaged service hours to meet the minimum hour requirement. For example, a customer may need 60 hours, so the customer will purchase the Acoustic Campaign Flex Services – 50 and 10 additional consulting hours. Any travel expenses will be paid by the customer and will be authorized through a Change Order Process.

1.3.15 Acoustic Campaign Account Direction – 576

Strategic Account Direction is a remotely delivered service. The Acoustic Account Director will work alongside clients throughout the engagement to introduce appropriate consideration, management and commitment into each initiative discovered in scoping the engagement with the Acoustic solution and extended client ecosystem. In order to deliver this level of service, an Account Director engagement is defined as a twelve (12) month engagement with reviews, recommendation sets, and an estimated twelve (12) hours per week of regular interaction. Acoustic will provide continued advice and direction in support of short and long-term goals and business objectives. Acoustic will develop and maintain a comprehensive strategic project matrix with reference to strategic work efforts aligned with the use of Acoustic solutions.

Key focus areas for clients often include, but are not limited, to the following:
- Acoustic ecosystem and data flow review and recommendations,
- Sharing best practices in marketing channels, operations and governance,
- Developing and executing against a strategic roadmap promoting client advancement with the Acoustic platform,
- Developing, leveraging and delivering on key performance metrics (KPIs) and overall analytics.

The Acoustic Account Director will work directly with clients to determine specific strategic focus within a client's use of Acoustic solutions and their extended ecosystems. Quarterly assessments will be conducted. Any travel expenses will be paid by the Customer and will be authorized through a Change Order Process.

1.3.16 Acoustic Campaign Account Direction – 288

Strategic Account Direction is a remotely delivered service. The Acoustic Account Director will work alongside clients throughout the engagement to introduce appropriate consideration, management and commitment into each initiative discovered in scoping the engagement with the Acoustic solution and extended client ecosystem. In order to deliver this level of service, an Account Director engagement is defined as a twelve (12) month engagement with reviews, recommendation sets, and an estimated six (6) hours per week of regular interaction. Acoustic will provide continued strategic advice and direction in support of short and long-term goals and business objectives. Acoustic will develop and maintain a comprehensive strategic project matrix with reference to strategic work efforts aligned with the use of Acoustic solutions.

Key focus areas for clients often include, but are not limited to the following:

- Acoustic ecosystem and data flow review and recommendations,
- Sharing best practices in marketing channels, operations and governance,
- Developing and executing against a strategic roadmap promoting client advancement with the Acoustic platform,
- Developing, leveraging and delivering on KPIs and overall analytics.

The Acoustic Account Director will work directly with clients to determine a specific strategic focus within a client's use of Acoustic solutions and their extended ecosystems. Quarterly assessments will be conducted. Any travel expenses will be paid by the Customer and will be authorized through a Change Order Process.

1.4   Acceleration Services – Ongoing

1.4.1   Acoustic Campaign Partner Services – Essential

The Acoustic Campaign Partner Services – Essential is intended to ride along a customer's use of the Acoustic Campaign solution, providing valued strategic direction through continued review cycles, performance analysis, and solutions guidance. This service is a remotely delivered service. The services will be provided as set forth in the Customer's Order Form and pro-rated to align with the Customer's subscription term. The services will have the following delivery structure:

- Assessment & Reviews - Initial assessment and monthly revisitations to a strategic set of Campaign project topics, not to exceed twenty-five (25) topics in total. Project topics can include, but are not limited to the review of Acoustic ecosystem or up to three (3) Point of View (POV) informative and recommendation summaries.
- Performance & Analysis - Monthly dashboard and established KPIs, Monthly Campaign readout & executive summary
- Campaign Guidance - Deep dive into aligning strategies with feature functionality, general guidance, up to one (1) topic per month, up to twelve (12) topics in total.

The Acoustic Campaign Partner Services – Essential will provide continued strategic advice and direction in support of short and long-term goals and business objectives. This service is intended for a twelve (12) month term, should the initial order run shorter than twelve (12) months, delivery will be prorated. Acoustic will develop and maintain a strategic project matrix with direct reference to monthly work efforts aligned within the above framework. This service will work directly with client teams and any additional contracted Acoustic services to deliver recommendations. Any travel expenses will be paid by the Customer and will be authorized through a Change Order Process.

1.4.2   Acoustic Campaign Partner Services – Standard

The Acoustic Campaign Partner Services – Standard is intended to ride along a customer's use of the Acoustic Campaign solution, providing valued strategic direction through continued review cycles, performance analysis, and solutions guidance. This service is a remotely delivered service. The services will be provided as set forth in the Customer's Order Form and pro-rated to align with the Customer's subscription term. The services will have the following delivery structure:

- Assessment & Reviews - Initial assessment, quarterly, and monthly revisitations to a strategic set of Campaign project topics, not to exceed fifty (50) topics in total. Project topics can include but are not limited to the following: review of the ecosystem connected to Acoustic, not to exceed three (3) solutions; up to six (6) POVs informative and recommendation summaries; and up to two (2) categorical creative reviews, with analysis.
- Performance & Analysis - Monthly dashboard and established KPIs, Monthly Campaign readout &executive summary
- Campaign Guidance - Deep dive into aligning strategies with feature functionality, general guidance, not to exceed two (2) topics per month and twenty-five (25) topics in total

The Acoustic Campaign Partner Services – Standard will provide continued strategic advice and direction in support of short and long-term goals and business objectives. This service is intended for a twelve (12) month term, should the initial order run shorter than twelve (12) months, delivery will be prorated. Acoustic will develop and maintain a strategic project matrix with direct reference to monthly work efforts aligned within the above framework. This service will work directly with client teams and any additional contracted Acoustic services to deliver recommendations. Any travel expenses will be paid by the Customer and will be authorized through a Change Order Process.

1.4.3   Acoustic Campaign Partner Services – Premium

The Acoustic Campaign Partner Service – Premium is intended to ride along a customer's use of the Acoustic Campaign solution, providing valued strategic direction through continued review cycles, performance analysis, and solutions guidance. This service is a remotely delivered service. The services will be provided as set forth in the Customer's Order Form and pro-rated to align with the Customer's subscription term. The services will have the following delivery structure

- Assessment & Reviews - Initial assessment, quarterly, and monthly revisitations to a strategic set of Campaign project topics, not to exceed seventy-five (75) topics. Project topics can include but are not limited to the following: review of entire marketing ecosystem; up to nine (9) POVs informative and recommendation summaries; And up to three (3) categorical Creative reviews, including competitive and consultative analysis. Campaign team governance and oversight topics are also covered.
- Performance & Analysis - Monthly dashboard and KPIs, Monthly Campaign readout & executive summary
- Campaign Guidance - Deep dive into aligning strategies with feature functionality, general guidance, not to exceed four (4) topics per month, and fifty (50) topics in total

The Acoustic Campaign Partner Services – Premium will provide continued strategic advice and direction in support of short and long-term goals and business objectives. This service is intended for a twelve (12) month term, should the initial order run shorter than twelve (12) months, delivery will be prorated. Acoustic will develop and maintain a strategic project matrix with direct reference to monthly work efforts aligned within the above framework. The Acoustic Campaign Partner will work directly with client teams and any additional contracted Acoustic services to deliver recommendations. Any travel expenses will be paid by the Customer and will be authorized through a Change Order Process.

1.4.4   Acoustic Campaign Managed Services – 150

This service provides up to 150 hours of remotely delivered managed services, including but not limited to, list and mailing import, segmentation management, scoring model creation, asset preparation/configuration, campaign deployment, reporting and other in-product activities on behalf of the Client. Standard turnaround for managed services is 5 business days for standard single mailing events. Some activities may require longer production cycles. This service must be consumed within 365 days of purchase.

1.4.5   Acoustic Campaign Managed Services – 250

This service provides up to 250 hours of remotely delivered managed services, including but not limited to, list and mailing import, segmentation management, scoring model creation, asset preparation/configuration, campaign deployment, reporting and other in-product activities on behalf of the Client. Standard turnaround for managed services is 5 business days for standard single mailing events. Some activities may require longer production cycles. This service must be consumed within 365 days of purchase.

1.4.6   Acoustic Campaign Partner Services – 20

The Acoustic Campaign Partner Services – 20 is a service partners can leverage to gain knowledge, in the execution of an Acoustic Services project.
- Available Worldwide

- Delivered by members of the Acoustic Services team
- Partners must speak English
- Availability during Partner working hours

Sold in 20-hour buckets, multiples can be bought if more than 20 hours needed.

1.5 Classic Editions

1.5.1 Campaign Classic Essentials Edition

Campaign Classic Essentials Edition includes the following functionality:

- Email Messaging: Create, test, and send emails with dynamic content that provides specific messages to each customer.

- Mobile Push Messaging: Deliver personalized messages by combining mobile app data with rich consumer profile information.

- Customer Profiles: Collect comprehensive customer data in a marketing database and leverage that data to drive automated campaigns and personalized communications.

- Program Automation: Create omni-channel marketing campaigns through a visual canvas that automates the sending of individual messages and/or nurture campaigns based on behavioral actions.

- Segment Creation: Use behavioral, profile, preference data, and more, to query and narrow down Customer's target audience. Optionally, integrate these segmentation queries with Customer's marketing strategies to deliver highly engaging, personalized content to Customer's target audience.

- Email Insights: Enables users to preview the look and feel of mailings across multiple different email clients, track email client usage across mailing lists helping to optimize email programs based on the specific devices and email clients that customers use. Email Insights includes technology components provided by Litmus.

- Performance Insights: A reporting and analytics capability to help marketers define and measure their campaign performance across digital channels.

- Content Builder: An intuitive, web-based editor enables Customer to create and edit content in the application, with point-and-click access to features, such as link tracking, personalization, dynamic content, and more.

- Dynamic Content: Create messages directly in the message body that are relevant and specific to each customer, using an intuitive point-and-click interface.

- A/B Testing: Send test emails to test subject line, from name or content elements; find out which element has the best response and send the best performing emails to contacts.

- Social Share: Share email marketing messages on social networking sites and produce detailed report results.

- Progressive Forms: Reduce form abandonment and build a contact's profile, over time, with progressive web forms that show different questions each time a contact visits a website or landing page.

- Digital Behavior Tracking: Monitor how contacts interact with Customer online by using calculators, live chats, social buttons, and more. Use these custom web tracking event behaviors to move a contact to a marketing program or a behavior scoring model.

- Landing Page: Point-and-click access to create campaign-specific pages and custom web forms.

- Behavioral Analytics: Manipulate mailing results to identify trends and target customer segments; define customer segments and select metrics to create cross-tab and table reports, and then manipulate reports by adding or removing fields, changing metrics, and sorting and ordering columns.

- Campaign Reports: Create aggregate and detailed reporting information about emails sent to customers. Reporting metrics include opens, conversions, rich media, forwards, and click-stream data access.

- Application Programming Interfaces (APIs): The Campaign API Suite utilizes standard web protocols and file formats. Real-time requests and responses are handled via HTTP/HTTPS and batches of data are handled via FTP/SFTP.

Included in the subscription fees for this SaaS Product offering are the following:

a.   5 Authorized Users
b.   10 active programs
c.   50,000 Marketing Interactions per month for a total of 600,000 Marketing Interactions that can be consumed annually.
d.   Unlimited Database Records
e.   1 Organization
f.   10 thousand Email Insights Opens monthly
g.   Unlimited email previews. An 'email preview' is registered each time Customer submits an email template to this feature for preview.
h.   Any combination of domains, up to 25 sending domains, including but not limited to, customer branded host domains, landing page custom domains, and SSL certificate association set-up
i.   1 IP address for sending messages
j.   Customers sending more than 3 million email messages per year are eligible to receive a dedicated IP address; otherwise, a shared IP address will be assigned.
k.   Technical support
l.   Online training modules

Customers may also purchase additional volumes of Users, Marketing Interactions, and Email Insights Opens.

1.5.2   Campaign Classic B2B Essentials Edition

Campaign Classic B2B Essentials Edition provides marketers, with smaller databases, the ability to capture, qualify, and nurture leads. This SaaS Product offering includes the following features:

- All features within the Campaign – Essentials Edition offering
- Scoring: Score customers and prospects based on buying criteria, demographics, and behaviors such as website visits, form submissions, and message interaction, or on time-based components, including recency and frequency. Based on scores, marketing automation features route customers and prospects for appropriate follow-up.
- Customer Relationship Management (CRM) Integration: Integration with third-party CRM systems, including Salesforce.com, Microsoft Dynamics CRM, and Sugar CRM.

Included in the subscription fees for this SaaS Product offering are the following:

a.   5 Authorized Users
b.   10 active programs
c.   1 scoring model
d.   Unlimited Marketing Interactions
e.   10,000 Database Records
f.   1 Organization
g.   10,000 Email Insights Opens monthly
h.   Unlimited email previews. An 'email preview' is registered each time Customer submits an email template to this feature for preview.
i.   Any combination of domains, up to 25 sending domains, including but not limited to, customer branded host domains, landing page custom domains, and SSL certificate association set-up
j.   1 IP address for sending messages

k.   Technical support

l.   Online training modules

Customer may also purchase additional volumes of Users, Database Records, and Email Insights Opens.

1.5.3   Campaign Classic Standard Edition

Campaign Classic Standard Edition builds on the capabilities offered in the Essentials Edition. Subscribers receive additional Authorized Users as well as increased usage volumes for program automation, scoring, and Email Insights. Subscribers also receive more Marketing Interactions. The Classic Standard Edition includes all the capabilities of the Classic Essentials, plus the following:

- Social Audiences: Social media marketing application that allows customers to send specific audiences and related ads to social media networks for marketing to the specific audience or to like audiences.

- Customer Relationship Management (CRM) Integration: Integration with third-party CRM systems, including Salesforce.com, Microsoft Dynamics CRM, and Sugar CRM.

Included in the subscription fees for this SaaS Product are the following:

a.   10 Authorized Users per Organization

b.   5 Organizations

c.   20 active programs

d.   1 scoring model

e.   250,000 Marketing Interactions per month for a total of 3 million Marketing Interactions that can be consumed annually.

f.   Unlimited Database Records

g.   5,000 Social Audiences Contact Events monthly

h.   200,000 Email Insights Opens monthly

i.   Unlimited email previews. An 'email preview' is registered each time Customer submits an email template to this feature for preview.

j.   Any combination of domains, up to 25 sending domains, including but not limited to, customer branded host domains, landing page custom domains, and SSL certificate association set-up

k.   1 customer branded host domain

l.   1 IP address for sending messages

m.   Customers sending more than 3 million email messages per year are eligible to receive a dedicated IP address; otherwise, a shared IP address will be assigned.

n.   Technical support

o.   Online training modules

Customer may also purchase additional volumes of Users, Marketing Interactions, Email Insights Opens, and Social Audiences Contact Events.

1.5.4   Campaign Classic B2B Standard Edition

Campaign Classic B2B Standard Edition builds on the features offered in the Classic B2B Essentials Edition. Subscribers receive additional Authorized Users as well as increased usage volumes for program automation, scoring, and Email Insights. Subscribers also receive more database records. The Classic B2B Standard Edition includes all features from the Classic B2B Essentials Edition and Classic Standard Edition.

Included in the subscription fees for this SaaS Product are the following:

a.   10 Authorized Users per Organization

b.   5 Organizations

c.   20 active programs

d.   5 scoring models

e.   Unlimited Marketing Interactions

f.   50,000 Database Records

g.   5,000 Social Audiences Contact Events monthly

h.   200,000 Email Insights Opens monthly

i.   Unlimited email previews. An 'email preview' is registered each time Customer submits an email template to this feature for preview.

Customers may also purchase additional volumes of Users, Marketing Interactions, Email Insights Opens, and Social Audiences Contact Events.

Customers with unlimited active programs are initially provided 50 active programs. Additional active programs can be requested as needed through the Campaign support team. Additional programs will be deployed in specific numbers based on efficient use and as needed by the Customer.

1.5.5   Campaign Classic Premium Edition

Campaign Classic Premium Edition builds on features of Campaign Classic Standard Edition with increased subscription volumes and features customer relationship management (CRM) capabilities. Subscribers receive additional Authorized Users as well as increased usage volumes for program automation, scoring, and Email Insights. Subscribers also receive more Marketing Interactions as part of the Classic Premium Edition.

Included in the subscription fee for this SaaS Product are the following:

a.   20 Authorized Users per Organization

b.   10 Organizations

c.   Unlimited active programs

d.   Unlimited Database Records

e.   750,000 Marketing Interactions per month for a total of 9 million Marketing Interactions that can be consumed annually.

f.   25,000 Social Audiences Contact Events monthly

g.   Scoring Models

h.   400,000 Email Insights opens monthly

i.   Unlimited email previews. An 'email preview' is registered each time Customer submits an email template to this feature for preview.

j.   Unlimited sending domains (5 are initially provisioned), including SSL certificate association set-up

k.   Unlimited Customer branded host domains (1 is initially provisioned), including SSL certificate association set-up

l.   Unlimited IP address for sending messages (1 is initially provisioned), including SSL certificate associations set-up

m.   1 IP address for sending messages

n.   Customers sending more than 3 million email messages per year are eligible to receive a dedicated IP address; otherwise, a shared IP address will be assigned.

o.   Technical support

p.   Online training modules

Customer may also purchase additional volumes of Users, Marketing Interactions, Email Insights Opens, and Social Audiences Contact Events.

Customers with unlimited active programs are initially provided 50 active programs. Additional active programs can be requested as needed through the Campaign support team. Additional

programs will be deployed in specific numbers based on efficient use and as needed by the Customer.

1.5.6 Campaign Classic B2B Premium Edition

Campaign Classic B2B Premium Edition builds on features of Campaign Classic B2B Standard Edition with increased subscription volumes. Subscribers receive additional Authorized Users as well as increased usage volumes for program automation, scoring, and Email Insights. Subscribers also receive more database records as part of the Classic B2B Premium Edition.

Included in the subscription fee for this SaaS Product are the following:

a. 20 Authorized Users
b. 10 Organizations
c. Unlimited active programs
d. Unlimited Marketing Interactions
e. 100,000 Database Records
f. 25,000 Social Audiences Contact Events monthly
g. Scoring Models
h. 400,000 Email Insights Opens monthly
i. Unlimited email previews. An 'email preview' is registered each time Customer submits an email template to this feature for preview.
j. Any combination of domains, up to 25 sending domains, including but not limited to, customer branded host domains, landing page custom domains, and SSL certificate association set-up
k. 1 IP address for sending messages
l. Customers sending more than 3 million email messages per year are eligible to receive a dedicated IP address; otherwise, a shared IP address will be assigned.
m. Technical support
n. Online training modules

Customers may also purchase additional volumes of Users, Database Records, Email Insights Opens, and Social Audiences Contact Events.

Customers with unlimited active programs are initially provided 50 active programs. Additional active programs can be requested as needed through the Campaign support team. Additional programs will be deployed in specific numbers based on efficient use and as needed by the Customer.

2. Service Levels

2.1 Service Level Agreement

Customer is provided with the following availability service level agreement (SLA). The highest applicable compensation based on the cumulative availability of the SaaS Product as shown in the table below will be applied. The availability percentage is calculated as the total number of minutes in a contracted month, minus the total number of minutes of Service Down in the contracted month, divided by the total number of minutes in the contracted month. The Service Down definition, the claim process and how to contact us regarding service availability issues are the SaaS Product support handbook at acoustic.com/acoustic-terms/.

Availability	Credit (% of monthly subscription fee*)
Less than 99.95%	2%
Less than 99.0%	5%

Availability	Credit (% of monthly subscription fee*)
Less than 98.0%	10%
Less than 97.0%	20%

* The subscription fee is the contracted price for the month which is subject to the claim.

3. Charges

3.1 Charge Metrics

The following Charge Metrics apply to this SaaS Product:

- Access means the right to access functionality of the SaaS Products.

- Addressable Device means a device upon which each application installation is addressable by the SaaS Product.

- Authorized User means a unique user authorized to access to the SaaS Products in any manner directly or indirectly through any means.

- Database Record means the collection of fields in a database related to a single row and accessible as a single unit managed or processed by the SaaS Products.

- Digital Message means an electronic communication managed or processed by the SaaS Products.

- Engagement means a professional or training service related to the SaaS Products.

- Instance means each access to specific configuration of the SaaS Products.

- Marketing Interactions means an occurrence of one of the following processed by the SaaS Product: a message sent to an individual recipient (an email message send or transactional send) or device (mobile push notifications), Email Insights recipient open, and a Social Audience Contact Event. SMS messages sent and received are included if Customer's Transaction Document indicates a SMS Code. In the case of SMS, depending on the country of the acquired code and on the type of SMS selected, marketing interactions could also be used for SMS messages subject to a specific SMS to Marketing Interactions ratio.

    a. A Contact Event is defined as the syndication (adding, replacing, or removing) a unique contact record by Social Audiences to a destination channel as part of a unique custom audience. For Social Audiences, a Contact Event will be counted each time a contact is syndicated as part of a custom audience regardless of whether the contact is matched in the destination channel.

    b. Mobile Push Notification Marketing Interactions Events include simple push notifications, in-app notifications, data only notifications, and inbox notifications. Simple push notifications, in-app notifications, simple push only and inbox only notifications are counted as 1 Marketing Interaction per device at the time of sending. When a simple push is sent together with an inbox notifications, this is counted as 2 Marketing Interactions per send.

    c. Calculation of Marketing Interactions related to mobile push notifications shall include the number of mobile push notifications sent to devices which have opted to suppress mobile push notifications and the number of mobile push notifications sent to devices after the application was uninstalled. Customer is responsible for determining the subscription volume for Marketing Interactions, which includes push notifications.

    d. SMS messages sent are counted as Marketing Interactions at the point of delivery to a SMS gateway (Acoustic partner gateway or Customer's independent gateway) and not at the point of delivery to a mobile device. Acoustic does not provide assurance that the outbound SMS can be successfully delivered to Customer's end users. Customer is also responsible for any accidentally triggered SMS messages. Customer is also responsible for all messages suppressed by Acoustic partner gateway due to the end-user is on a local suppression list, or these messages were sent outside the allowed hours in the intended country. Customer is also responsible for all messages rejected by the Acoustic partner gateway.

e. Customers sending SMS messages with a United States Dedicated Short Code (either random or vanity), will have each SMS message sent count as 20 Marketing Interactions.

f. Customers sending SMS messages with a United States 10-digit long code (10DLC), will have each SMS message count as 15 Marketing Interactions.

g. Customers sending SMS messages with an independent SMS gateway (regardless the country) will have each SMS message sent or received count as 1 Marketing Interaction.

4. Additional Terms

4.1 Enabling Software

Acoustic Campaign contains the following Enabling Software:

Enabling Software	Applicable License Terms (if any)
Mobile Push – IOS software development kit ("SDK")	https://github.com/Acoustic-Mobile-Push/iOS/blob/master/license/license.txt
Mobile Push – Android SDK	https://github.com/Acoustic-Mobile-Push/Android/blob/master/docs/license/license.txt
Mobile Push – Cordova SDK	https://github.com/Acoustic-Mobile-Push/Cordova/blob/master/license/license.txt
Mobile Push – Xamarin SDK	https://github.com/Acoustic-Mobile-Push/Xamarin/blob/master/license/license.txt
Mobile Push – React Native SDK	https://github.com/Acoustic-Mobile-Push/React-Native/blob/master/license.txt

4.2 Contact Lists

Customer will not use any contact lists with the SaaS Product that include persons who have not given permission to be included on such list for the purpose of receiving communications specifically from the Customer, unless the Customer has an existing business or personal relationship with such persons. Use of lists or data generated through affiliate marketing practices is expressly prohibited in all cases. Customer is required to include a valid opt-out mechanism in each message. Customer's listing on or blocking by any email industry monitoring organization or Internet Service Provider, including but not limited to Spamhaus, CloudMark, SpamCop, or Barracuda, will be considered a material breach of the Agreement.

4.3 Overages

If actual usage of Acoustic Campaign during the measurement period exceeds the entitlement specified in the PoE, Customer will be charged in arrears for the overage as specified in the Transaction Document. Such overage charges are due in addition to the base monthly entitlement charge.

4.3.1 Data Smoothing Charges

For select Campaign SaaS Products, if the subscription period is greater than 12 months, the aggregate total number of entitlements will be based on 12 monthly measuring periods. The aggregate total will reset to zero after the 12th monthly measuring period. Overage charges for the next 12 monthly measuring periods will not be due until the actual interaction usage exceeds the total number of entitled interactions in aggregate for such 12 monthly measurement periods.

In the event Customer is leveraging ramp periods, each period is treated in the same manner as the subscription period and the same principles apply.

If a subscription period is less than 12 months or less than 12 monthly periods remain in a subscription period, the number of monthly entitlements remaining in a subscription will be used for the total number of entitled interactions in aggregate.

a. Example 1:

Customer has a 12 month subscription period and has acquired 1,000 Digital Messages under the Campaign Engage entitlement. If Customer sends more than 12,000 Digital Messages before the end of the 12 month subscription period, Customer will be invoiced the following month for the quantity in excess and all usage in the coming months will be billed in arrears till the end of the subscription period.

b. Example 2:

Customer has a 3 year subscription period and has acquired 1,000 Digital Messages under the Campaign Engage entitlement. If Customer sends more than 12,000 Digital Messages before the end of the first 12 months period, Customer will be invoiced the following month for the quantity in excess and all usage until the end of the 12 month period. At the end of each 12 month period, the usage count will reset. If Customer sends more than 12,000 Digital Messages before the end of the next 12 month period, Customer will be invoiced the following month for the quantity in excess and all usage in the coming months will be billed in arrears until either the usage count is reset or the end of the remaining subscription period.

4.3.2 Applicable SaaS Products

Data Smoothing applies to all Campaign SaaS Products except for the following:

- Campaign B2B Editions and additional Database Records
- Campaign Engage B2B
- Campaign Engage Mobile

4.4 Acoustic Exchange

If Customer subscribes to Performance Insights or Social Audiences functionality (as described in Section 1.1.1), then Customer is automatically provisioned an Acoustic Exchange Essentials Edition account. Customer agrees that such use is governed by the latest Service Description for Acoustic Exchange located at the following link: acoustic.com/acoustic-terms/.

4.5 ISO Certifications

Acoustic Campaign provides an annual ISO 27001 Certification except for the following modules: Email Insights and SMS messaging that leverages a gateway with mGage LLC or Celmedia SA

4.6 SMS Messaging Specific Terms

4.6.1 Customer Obligations

General

Customer agrees that:

1. Its use of Acoustic Campaign SMS is in compliance with all applicable rules, regulations, directives, statements, codes of practice, industry guidelines, and applicable campaign application form commitments made during the provisioning process relative to use of Acoustic Campaign SMS services, including (as applicable), but not limited to Mobile Marketing Associations Consumers best practices guidelines, Cellular Telecommunications & Internet Association (CTIA) guidelines and agreements, and telephone carrier content and use standards (available upon request).

Information and Independencies:

Acoustic will not:

1. Allow Customer to access information and systems that are normally within Acoustic's exclusive control;

2. Review or approve the content of Customer's messages;

3. Provide Customer with contact lists, customer lists, telephone numbers, or any other information regarding actual or potential recipients of Customer's messages;

4. Investigate telephone numbers to determine their ownership, use, or validity;

5. Dial telephone numbers; or

6. Monitor Customer's compliance with applicable industry guidelines and applicable campaign application form commitments made during the provisioning process.

Customer will not allow Acoustic to:

1. Access information and systems that are normally within Customer's exclusive control;

2. Approve the content of Customer's messages;

3. Review or approve any of Customer's contact lists, customer lists, telephone numbers, or any other information regarding actual or potential recipients of Customer's messages; or

4. Investigate telephone numbers to determine their ownership, use, or validity.

4.6.2 Mobile Message Partners Fee Changes or Corrections

Campaign SMS relies on third party providers, including major wireless operators and mobile network and application providers (collectively, "Mobile Messaging Partners"), to send SMS messages.

Solely if and to the extent necessary in response to the Mobile Messaging Partners' right to increase pricing or fees at any time, the price charged to Customer pursuant to the Agreement shall be increased accordingly. Acoustic will notify Customer of any such changes as soon as reasonably possible after it receives a notice thereof from a Mobile Messaging Partner, and the price changes will go into effect immediately upon going into effect by the applicable Mobile Messaging Partner(s).

In the event of a billing error by a Mobile Messaging Partner, Acoustic may invoice Customer for under-billed Digital Messages

4.6.3 Mobile Messaging Partners Policy Changes

The SaaS Product relies on Mobile Messaging Partners' policies supporting the types of SMS messages that may be sent in an entitled country. If a Mobile Messaging Partner modifies its policy in a manner that impacts the cost of Customer's purchased SaaS Products, then Acoustic may pass through the increased cost from the Mobile Messaging Partner. If a Mobile Messaging Partner modifies its policy in a manner that prohibits Acoustic from being able to fulfill its obligations under the contract using the SMS code type ordered by Customer, Acoustic may continue to provide Acoustic Campaign SMS using an alternative code type and Acoustic may pass through the increased cost of the alternative code type from the Mobile Messaging Partner. For example, Mobile Messaging Partners may stop supporting a shared code in an entitled country, requiring Acoustic to procure a dedicated code in the entitled country. Acoustic does not guarantee equivalent SMS throughput if an alternative code type much be supplied.

4.6.4 International Messages

Wireless operators will make commercially reasonable attempts to deliver SMS messages outside the entitled countries. Customer will be invoiced for those messages that are not successfully delivered or that are delivered using a code different from Customer's subscription.

4.6.5 Provisioning

Wireless operators typically take 8-12 weeks to activate/migrate a code after the completed activation/migration form(s) are submitted to the wireless operator. Actual time may vary and is at the sole discretion of the wireless operator. Any updates needing activation/migration form(s) will restart the provisioning period.

Customer will be charged as documented in the Transaction Document once Acoustic notifies Customer of its access to Acoustic Campaign. Completed activation or migration of a code does not start Customer's subscription.

Customers waiting for access to a dedicated short code may request access to a shared code for testing purposes if Acoustic has a shared code available in Customer's entitled SMS country. Volume sent over the shared code for testing may not exceed 250 Digital Messages for the entire period of access to the shared code. Access to the shared code is strictly for testing. Once Customer has received access to their own dedicated long or short code, Customer must remove the shared test code (as well as associated keywords) from Acoustic Campaign SMS.

4.6.6 Dedicated Codes

In the event Customer elects to run a competition campaign, Customer must have its code configured and approved for contest/sweepstakes use by the wireless operators.

4.6.7 Shared Codes

Acts or omissions by any other Acoustic customer or Acoustic's partners' customers sharing the same code may adversely affect the availability of the code. Acoustic shall not be liable to Customer for any interruption in the Acoustic Campaign SMS service associated with the shared code arising out of such acts or omissions of any other customer simultaneously using the shared code.

4.6.8 Bring Your Own Gateway

If Customer leverages an independent SMS gateway with Acoustic's SMPP technology, Acoustic's responsibility terminates once an outbound SMS is handed to the Customer's gateway. Acoustic is not responsible for successful delivery of a SMS to a mobile device.