

Acoustic Digital Analytics AdTarget

This Service Description describes the SaaS Product referred to as Acoustic Digital Analytics AdTarget. 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

1.1 Acoustic Digital Analytics AdTarget

Customer may select from the following available offerings of Acoustic Analytics AdTarget:

1.1.1 Acoustic Digital Analytics AdTarget

Acoustic Digital Analytics AdTarget is an add-on offering to the Acoustic Digital Analytics, so Customer must subscribe to Acoustic Digital Analytics before ordering Acoustic Digital Analytics AdTarget.

AdTarget allows Customer to select and syndicate specific site visitor activities and segment identifier information to certified display advertising partners. The data made available for syndication within Acoustic Digital Analytics AdTarget is derived directly from the tagged events that Customer specifies for data collection within Customer's use of Acoustic Digital Analytics. The visitor activity and segment data that is sent to Customer's partner(s) of choice are subsequently used by those partners to serve relevant advertisements to visitors after they have left Customer's site.

AdTarget supports active syndication of supported Acoustic Digital Analytics data and visitor segment identifiers to up to 3 certified display advertising partners simultaneously. Customer will manage its level of partner data syndication directly within the AdTarget user interface.

AdTarget supports syndication of data elements associated with page view, product view, shop action, order, search, and conversion event activities according to Customer's implementation of Acoustic Digital Analytics tags.

1.2 Acceleration Services

1.2.1 AdTarget Premium Onboarding Services

AdTarget Premium Onboarding Services provides up to 10 hours of remote consulting, best practices, training and configuration for onboarding to Acoustic Digital Analytics AdTarget and expires 90 days from the date Customer is notified that its access to Acoustic Digital Analytics AdTarget is available, regardless of whether all hours have been used.

2. Service Levels

2.1 Service Level Agreement

The Customer is provided with the following availability service level agreement (SLA). The highest applicable compensation will be applied based on the cumulative availability of the SaaS Product as shown in the table below. 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 contact information regarding service availability issues are in the SaaS Product support handbook at acoustic.com/acoustic-terms/.

Availability	Credit (% of monthly subscription fee*)
Less than 99.9%	2%
Less than 99.0%	5%
Less than 95.0%	10%

* 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:

- Engagement means a professional or training service related to Acoustic Digital Analytics AdTarget.
- Server Calls mean data that is passed to and processed by Acoustic Digital Analytics AdTarget due to a tagged event initiated by a tracked visitor.