

Acoustic Personalization

This Service Description describes the SaaS Product referred to as Acoustic Personalization. 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 Personalization helps Customer personalize content presented to its visitors/customers that is designed to drive higher engagement and conversion rates. Acoustic Personalization provides functionality to assist Customer in website personalization and testing, audience segmentation, and content rules aligned to end user behavior.

1.1 Acoustic Personalization

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

1.1.1 Personalization Standard Edition

Personalization Standard Edition includes the following features:

- Behaviorally Targeted Content: Delivers rule-specified content to Customer's visitors and users based on real-time behavior.
- Natural Language Rules Authoring: A tool for creating rules that deliver personalized content.
- Visual Website Personalization Management: "Point and click" tools to implement and edit personalization rules and content in a live preview of the Customer website.
- Segmentation Management: Management and reuse of segments of visitors.

Included in the subscription fees for an Instance of Personalization Standard Edition offering are the following:

- 100,000 Personalization Events (as defined in Section 3.1 below)

1.2 Optional Services

1.2.1 Personalization Events Add-On

Customers may purchase additional Personalization Events in 1,000 increments.

1.3 Acceleration Services

1.3.1 Onboarding Service Add-On

The Onboarding Service Add-On provides consulting services for Customer using standard features of Acoustic Personalization. The Onboarding Service Add-On provides up to 20 meetings of remotely delivered product and technical consulting delivered within a 90 day period. This service will assist and guide customers in setup and configuration of Acoustic Personalization and Acoustic Exchange as needed to support the SaaS Product functionality. This may include discovery, consultation, integration planning and design, and documentation as agreed to with the Customer. This service is not intended for customized development efforts and does not provide strategic marketing guidance for overall use case creation.

2. Service Levels

2.1 Service Level Agreement

Acoustic provides the Customer with the following availability service level agreement (SLA). Acoustic will apply the highest applicable compensation 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 how to contact Acoustic regarding service availability issues are in Acoustic 's 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 Acoustic Personalization:

- Engagement means a professional or training service related to Acoustic Personalization.
- Event means an occurrence of a specific event that is processed by or related to the use of Acoustic Personalization.

When acquiring Event entitlements, the following are to be counted as an Event:

- (1) A Personalization Event is registered each time Acoustic Personalization determines which content to deliver to an anonymous or known visitor.
- Instance means each access to specific configuration of Acoustic Personalization.

4. Additional Terms

4.1 Overages

If actual usage of Acoustic Personalization during a twelve-month subscription period exceeds twelve (12) times the entitlement specified in the Agreement, then Customer will be invoiced for the overage in accordance with the overage rates specified in the applicable Transaction Document.

4.2 Acoustic Exchange

Acoustic Exchange Essentials Edition is a technical prerequisite for Acoustic Personalization available at no additional charge.

4.3 ISO Certification

Acoustic Personalization is not ISO certified.