Acoustic Digital Analytics

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

Acoustic Digital Analytics allows Customer to track web visitors interacting with their website and provides reports and key performance indicators ("KPIs") based on the collection of this data. Data is collected for the SaaS Product through Server Calls. A Server Call means data passed to and processed by the SaaS Product as a result of a tagged event, initiated by a tracked visitor for one Client ID. This tagged data is subsequently processed by the SaaS Product to generate reports made available through the SaaS Product user interface to help understand visitor behavior. Customer may generate custom views and reports through the user interface to provide further insights. The SaaS Product base package includes:

a.   A set of reports that can be tailored to 5 different industry verticals: content, content/commerce, financial services, travel or retail. These reports can further be customized into views that are variations of the default report views. Customers also have the ability to view metrics in near real-time through monitoring dashboards as well as to export out customizable visitor segments.

b.   An ad-hoc reporting tool that allows Customers to create new reports against the digital analytics data collected.

c.   Customer will be provided an appropriate number of Client IDs in order to meet their web analytics needs:

●   Up to 50 Client IDs are included for Customers with D23SYLL as their Digital Analytics subscription on their Transaction Document. The 50 Client IDs can be individual stand-alone IDs; or, in a multi-site environment, the 50 Client IDs can be a combination of global parent IDs and child IDs (where child IDs roll-up to a parent ID for aggregate reporting). Additional Client IDs beyond 50 are subject to an additional fee. If Customer requests to change from a standalone to a multi-site environment, Customer may start fresh with new data going forward.

d.   10 persistent report segments and 10 one-time report segments per Client ID.

e.   4 backward marketing attribution windows per Client ID. Customer can adjust the settings (window duration and attribution logic) for 3 of the windows however 1 has fixed settings of 1-day duration and last-click attribution logic.

f.   25 TruePath Funnels. An appropriate number of additional TruePath Funnels up to a total of 50 per Client ID, based on an assessment of Customer needs, may be provided to Customer.

g.   Digital Analytics Benchmark, per Client ID.

h.   Digital Analytics Digital Data Exchange, per Client ID.

i.   Digital Analytics Monitor, per Client ID.

j.   Digital Analytics Dashboard.

k.   Digital Analytics Import with the standard data importation modules (Category Definition File, Enterprise Products Report and Forecast Metrics).

l.   Digital Analytics Export, per Client ID.

m.   Digital Analytics Multi-Byte Character Support, per Client ID. A migration fee may apply.

n.   Up to 1 Client ID enabled on Digital Analytics Explore Live reports. Upon request, this includes the Digital Data Exchange API.

o.   Stored "Session Activity Data" per Client ID is the storage of detailed records in best practice reports related to a visitor's session including timestamps, categories, and page IDs for all pages viewed within a visitor session for 13 weeks, after which it is deleted. This data roll-off will affect "set-up" reporting (reporting requiring user configuration and initiation) including One-Time Report

Segments, Clickstream, TruePath, Inbound Link Analysis and On-Site Link Analysis reporting on time periods that have rolled-off.

p. Stored "LIVEview Report Data" per Client ID is the storage of data used for rendering results into the LIVEview click overlay report for the user selected time period as well as other locations where this data is used, including report downloads, exports and page zoom reports for 13 weeks, after which it is deleted.

q. Stored "Visitor Activity Data" per Client ID is the storage of visitor history of pages, products, marketing activities, orders and other select activities of best practice reports associated with a visitor for 13 months, after which it is deleted. This data roll-off will affect "set-up" reporting including profile segments analysis on time periods that have rolled-off.

r. Stored "LIVE Profile Data" per Client ID is the storage of attributes of a visitor's profile including visitor registration data such as email address, gender, age and education and key visitor milestones including date of first visit, cumulative spend and initial referral source for the duration of the SaaS Product term.

s. Stored "Standard Report Data" per Client ID is the storage of best practice reports and dashboards that the SaaS Product automatically processes every night without Customer set-up for 27 months rolling. This report roll-off will also affect custom report views. Note: Top Line Metrics data and report segments applied to Top Line metrics will be kept for the duration of the Subscription Period, with the exception of US Session %, Element Views, and Element Views/Session metrics, which are stored for 27 months rolling.

t. Stored "Explore Session Activity Data" per Client ID includes detailed records related to a Visitor's session including timestamps, categories, and page ids for all pages viewed within a Visitor session. The SaaS Product shall store Explore Session Activity Data for 27 months rolling. After such period, the Explore Session Activity Data is deleted. This data roll-off will affect the historic date range upon which an Explore report can be processed.

u. Stored "Explore Report Data" per Client ID includes standard reports and ad hoc specified reports and dashboards in Explore that the SaaS Product processes. The SaaS Product shall store the Customer's Explore Reports for 27 months rolling.

1.2   Optional Features

1.2.1   Digital Analytics Impression Attribution

Digital Analytics Impression Attribution allows Customers to track content views by visitors not on the Customer's own website to understand how marketing impressions (e.g., display banner advertisements, widgets, syndicated videos, micro-sites, etc.), impact conversions on their website.

1.2.2   Digital Analytics Lifecycle

Digital Analytics Lifecycle allows Customers to run reports that evaluate whether or not site visitors have reached key site engagement milestones over an extended time period.

1.2.3   Digital Analytics LIVEmail

Digital Analytics LIVEmail allows Customers to create visitor segments and push these segments to a list of certified E-Mail Service Providers ("ESPs") to execute targeted e-mail campaigns.

1.2.4   Digital Analytics Digital Data Feed

Digital Analytics Digital Data Feed provides Customers a data feed configuration and activation module to allow Customers to directly specify and schedule a daily data export that includes the Customer's raw data available in the SaaS Product.

1.2.5   Digital Analytics Multichannel

Digital Analytics Multichannel provides 3 additional data importation solutions, as follows:

● Multichannel Import
● Visitor Registration Fields Import
● Data Extensions Import

The number of Data Extensions imports entitled per Client ID is specified in Customer's Transaction Document.

1.2.6 Digital Analytics Digital Data Feed Services

Digital Analytics Digital Data Feed Services provides a data feed configuration and activation module deployed within the Digital Analytics Export application. Digital Analytics Digital Data Feed Services allows Customer to directly specify and schedule a daily data export that includes Customer's raw data available in the SaaS Product. The data export deliverable consists of multiple files (as selected by the Customer from the Digital Analytics Export user interface) of a defined format containing specific information about each visitors' page view, product view, shop, order, registration, and other tracked activities for the prior day.

1.2.7 Digital Analytics Retention Extension

The Retention Extension provides the option for Customer to retain certain stored data elements for the following extended lengths of time:

- additional 12 weeks retention of Session Activity Data
- additional 12 months retention of Visitor Activity Data
- additional 12 months retention of Standard Report Data

1.2.8 Digital Analytics Explore Retention Extension

The Explore Retention Extension provides the option for a Customer to retain certain stored data elements for the following extended lengths of time:

- additional 12 months retention. Digital Analytics Explore or Explore data, as applicable.
- additional 12 months retention of Digital Analytics Explore or Explore reports, as applicable.

1.2.9 Digital Analytics Additional Marketing Attribution Windows

The Additional Marketing Attribution Windows entitles Customer to use a number of additional backward looking marketing attribution windows beyond the default quantity included with the SaaS Product. The subscribed additional quantity of marketing attribution windows is in total, not for each Client ID. A marketing attribution window provisioned to multiple Client IDs counts as multiple attribution windows against the entitlement.

1.3 Digital Analytics Additional Report Segments

The Additional Report Segments entitles Customer to use a number of additional persistent and one-time report segments beyond the default quantity included with the SaaS Product. The subscribed additional quantity of report segments can be used with each Client ID. Every quantity of 10 additional report segments provides 10 persistent report segments and 20 one-time report segments for each Client ID.

1.3.1 Digital Analytics Explore Unrestricted Reports

Explore Unrestricted Reports extends the amount of Explore Reports entitled with Digital Analytics subscription to entitle Customer to use an unrestricted number of Explore reports per month.

1.4 Set-up Services

1.4.1 Digital Analytics One-Time Setup

Included in this setup service is up to 40 hours of remote implementation and onboarding services for Customer's initial Client ID. Digital Analytics One-Time Setup Services expire 90 days from date Customer is notified that access to the SaaS Product is available, regardless of whether Customer uses all 40 hours.

1.4.2 Digital Analytics Additional Client ID Implementation Entity ID On-Demand Setup

This setup service provides implementation services, up to 8 hours each, for additional Entity ID(s) beyond the initial Entity ID implementation provided by Digital Analytics One-Time Setup described in Section 1.4.1.

1.5 Remotely Delivered Services

1.5.1 Digital Analytics Consulting Services

Digital Analytics Consulting Services provides up to 20 hours of remote consulting time for analytical purposes driven by Customer. The nature of the analysis is defined by discussion between Customer and an analyst. The analysis must be deemed feasible by the analyst. Services are purchased per

Engagement and expire 90 days from date of purchase or date Customer is notified that access to the SaaS Product is available, whichever is later, regardless of whether all hours have been used.

1.5.2 Digital Analytics Managed Implementation Services

Digital Analytics Managed Implementation Services provides up to 50 hours of accelerated baseline data collection for one web domain by delivering a custom global JavaScript file to address Customer's tagging requirements and documentation for maintaining the JavaScript file. Services are purchased per Engagement and expire 90 days from date of purchase or date Customer is notified that access to the SaaS Product is available, whichever is later, regardless of whether all hours have been used.

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 support overview at acoustic.com/acoustic-terms/.

Inbound Data Collection means the collection of inbound data via the inbound data processing elements of the SaaS Product.

SaaS Product	Applicable Service Level	
	Application availability during a contracted month	Inbound Data Collection availability during a contracted month
Digital Analytics	Y	Y
Digital Analytics Lifecycle	Y	N
Digital Analytics Impression Attribution	Y	Y
Digital Analytics Multichannel	Y	N
Digital Analytics for Social Media	Y	N
LIVEmail	Y	N
Digital Analytics Explore	Y	N
Digital Analytics Digital Data Feed	Y	N

Availability of the SaaS Product during a contracted month

Availability during a contracted month	Compensation (% of monthly subscription fee* for contracted month that is the subject of a claim)
Less than 99.95%	2%
Less than 98.99%	5%
Less than 97.99%	12%
Less than 97.00%	20%

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

3. Entitlement and Billing Information

3.1 Charge Metrics

The following Charge Metrics apply to Digital Analytics:

- Million Server Calls or MSCs means data passed to and processed by the SaaS Product as a result of a tagged event, initiated by a tracked visitor for one Entity ID. A Server Call processed by different Entity IDs will be counted as a unique Server Call for each unique Entity ID. An Entity ID separates and/or controls access rights to data in the SaaS Product which may encompass processed data from one or more of Customer's web sites.

- Million Marketing Impressions or MMIs means each occurrence of an advertisement or banner displayed on a web page.

- Entity ID or Client ID means a unique identifier for any entity represented within the SaaS Product. For the SaaS Product, the Entity ID or Client ID separates and/or controls access rights to data in the SaaS Product which may encompass processed data from one or more web sites.

- Engagement means professional and/or training services including but not limited to a training event, business analysis, or a deliverable-based services event.

4. Additional Terms

4.1 Data Smoothing Charges

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

4.2 Digital Analytics Benchmark Service

Although the Benchmark Services are a standard part of Acoustic Digital Analytics, participation is optional. Customer may elect not to participate by contacting Technical Support. For Acoustic to provide any Benchmarking Services, Acoustic must prepare, access, process and analyze certain KPI metrics of Customer as summary data and will use that summary data to create a report of aggregate data from all participating Acoustic customers. Acoustic will not disclose to any third party nor make publicly available any of Customer's summary data in a fashion that identifies Customer or its product brands or trademarks, or any visitor. Benchmark Services reports, the contents of the reports, and the aggregate data are the property of Acoustic and are Acoustic's confidential information.

4.3 Digital Analytics Test Client IDs

Customer will be provided 1 Client ID for testing purposes in a non-production environment (a "Test Client ID"). Customer can request additional Test Client IDs, up to a total of 10 per Customer, by contacting Technical Support. Test Client IDs are limited to 100,000 Server Calls per day. Data may stop collecting on a Test Client ID immediately if more than 100,000 Server Calls are received in a single day. Because Test Client IDs are intended for test purposes only, the features enabled are limited, and the data collected and processed for these Test Client IDs will be retained for a maximum of 5 weeks. Customer can access reporting on Test Client ID data through Digital Analytics or through a limited version of Digital Analytics Explore. Visitor registration data is not available in Test Client ID reports. Test reports are deactivated and all test data deleted if either of the following occurs: (a) no user logs into the Test Client ID for 30 consecutive days or (b) no data is sent to the Test Client ID for 30 consecutive days. After 6 consecutive months of inactivity, a Test Client ID will be completely deleted.