

**PACKAGED PROFESSIONAL SERVICES
MARKETO ENGAGE AND BIZIBLE LAUNCH PACK TERMS**

Note to Customer: All Packaged Professional Services expire in accordance with the terms of your Sales Order. It is your responsibility to work with your Marketo Engage professional services representative to take full advantage of the packages and virtual consulting outlined below. We encourage all Customers to schedule their Marketo professional services resources as early in the Subscription Term as possible. As noted in your Sales Order, all Packaged Professional Services expire and will not be extended past their individual Subscription Term.

Customer agrees Marketo may use subcontractors in the performance of the Launch Packs set forth herein. Where Marketo subcontracts any of its obligations below, Marketo will not be relieved of its obligations to Customer under the Agreement set forth in the Terms of Use Section of your Sales Order.

LAUNCH PACK STARTER

Launch Pack Starter provides training, virtual consulting, and creative services support to get you started including:

- a First Year Success Plan;
- access to best practices program templates;
- technical configuration assistance;
- 2 virtual seats to Core Concepts I training; and
- access to up to four standard email templates and two standard landing page templates.

Launch Pack Starter also includes:

- access to up to 4 hours Project Management to help aid your progress.
- Access to up to 14 hours virtual consulting assistance for the creation of up to:
 - one email/newsletter program;
 - one gated content/web form program, basic email;
 - one nurture/drip program; and
 - one webinar program.
 - As well as guidance to:
 - define and execute a source strategy;
 - set up an email deliverability management program;
 - execute audience management;
 - establish basic segmentation; and
 - enable basic reporting and Performance Insights.

Group Consulting Office Hours access is provided over the Subscription Term of the Launch Pack.

LAUNCH PACK SELECT

Launch Pack Select provides training, virtual consulting, and creative services support to get you started including:

- a First Year Success Plan;
- access to best practices program templates;
- technical configuration assistance;
- 2 virtual seats to Core Concepts I training; and
- access to up to four standard email templates and two standard landing page templates.

Launch Pack Select also includes:

- access to up to 6 hours Project Management to help aid your progress; and
- a 2-day Program Development onsite.
- Access to up to 14 hours virtual consulting assistance for the creation of up to:
 - one email/newsletter program;
 - one gated content/web form program;
 - one nurture/drip program;
 - one live event program; and
 - one webinar program.
 - As well as guidance to:
 - define and execute a source strategy;
 - set up an email deliverability management program;
 - execute a scoring/lead hand-off strategy;

- execute audience management;
- establish basic segmentation;
- enable basic reporting and Performance Insights; and
- set up a performance center.
- Assistance enabling:
 - Web Personalization; or
 - Account Based Marketing Essentials.

Group Consulting Office Hours access is provided over the Subscription Term of the Launch Pack.

LAUNCH PACK PRIME

Launch Pack Prime provides training, virtual consulting, and creative services support to get you started including:

- a First Year Success Plan;
- access to best practices program templates;
- technical configuration assistance;
- 2 virtual seats to Core Concepts I training; and
- access to up to four standard email templates and two standard landing page template.

Launch Pack Prime also includes:

- access to up to 15 hours Project Management to help aid your progress; and
- a two-day onsite for scoring, lead hand-off and lifecycle.
- Access to 45 hours virtual consulting assistance for the creation of up to:
 - one email/newsletter program;
 - one gated content/web form program;
 - one nurture/drip program;
 - one live event program;
 - one webinar program; and
 - one lifecycle model with associated lifecycle management campaigns.
 - As well as guidance to:
 - define and execute a source strategy;
 - set up an email deliverability management program;
 - execute a scoring strategy;
 - execute audience management;
 - establish basic segmentation;
 - enable basic reporting and Performance Insights; and
 - set up a performance center. Assistance enabling:
 - Web Personalization and Retargeting;
 - Predictive Content; and
 - Account Based Marketing Essentials.

Group Consulting Office Hours access is provided over the Subscription Term of the Launch Pack.

LAUNCH PACK ULTIMATE

Launch Pack Ultimate provides training, consulting, and creative services support to get you started including:

- a First Year Success Plan;
- access to best practices program templates;
- technical configuration assistance;
- 2 virtual seats to Core Concepts I training; and
- access to up to four standard email templates and two standard landing page templates.

Launch Pack Ultimate also includes:

- up to 20 hours Project Management to help aid your progress;
- up to 3 onsite workshops as follows:
 - a 1-day digital strategy onsite;
 - a 2-day program development onsite; and
 - a 2-day scoring & lifecycle onsite.
- access to 55 hours virtual consulting assistance for the creation of up to:
 - one email program;

- one newsletter marketing program;
- one gated content program;
- one web form program;
- one nurture/drip program;
- one live event program;
- one webinar program; and
- two lifecycle models with associated lifecycle management campaigns.
- As well as guidance to:
 - define and execute a source strategy;
 - set up an email deliverability management program;
 - execute a scoring strategy;
 - implement a lead handoff strategy;
 - execute audience management;
 - establish basic segmentation; and
 - enable basic reporting and Performance Insights.
 - set up a performance center; and
 - Email Deliverability.
- Assistance enabling:
 - Web Personalization and Retargeting;
 - Predictive Content; and
 - Account Based Marketing Essentials.

Group Consulting Office Hours access is provided over the Subscription Term of the Launch Pack.

LAUNCH PACK SELECT JAPAN

Launch Pack Select Japan provides training, virtual consulting, and creative services support to get you started including:

- a First Year Success Plan;
- access to best practices program templates;
- technical configuration assistance; and
- access to up to four standard email templates and two standard landing page templates.

Launch Pack Select Japan also includes:

- access to up to 6 hours Project Management to help aid your progress;
- access to up to 31 hours virtual consulting assistance for the creation of up to:
 - one email/newsletter program;
 - one gated content/web form program;
 - one nurture/drip program;
 - one live event program; and
 - one webinar program.
 - As well as guidance to:
 - define and execute a source strategy;
 - set up an email deliverability management program;
 - execute a scoring/lead hand-off strategy;
 - execute audience management;
 - establish basic segmentation;
 - enable basic reporting and Performance Insights; and
 - guidance on setting up a performance center.
- Access to up to 10 additional virtual consulting hours to enable other features limited to:
 - Web Personalization; or
 - Account Based Marketing Essentials or
 - apply more time to the above Launch Pack Select Japan scope.

LAUNCH PACK PRIME JAPAN

Launch Pack Prime Japan provides training, virtual consulting, and creative services support to get you started including:

- a First Year Success Plan;
- access to best practices program templates;
- technical configuration assistance; and

- access to up to four standard email templates and two standard landing page templates.

Launch Pack Prime Japan also includes:

- access to up to 15 hours Project Management to help aid your progress;
- access to up to 72 hours virtual consulting assistance for the creation of up to:
 - one email/newsletter program;
 - one gated content/web form program;
 - one nurture/drip program;
 - one live event program;
 - one webinar program; and
 - one lifecycle model with associated lifecycle management campaigns.
 - As well as guidance to:
 - define and execute a source strategy;
 - set up an email deliverability management program;
 - execute a scoring strategy;
 - execute audience management;
 - establish basic segmentation;
 - enable basic reporting and Performance Insights; and
 - set up a performance center.
 - And enabling on:
 - Web Personalization and Retargeting;
 - Predictive Content; and
 - Account Based Marketing Essentials.

LAUNCH PACK ULTIMATE JAPAN

Launch Pack Ultimate Japan provides training, virtual consulting, and creative services support to get you started including:

- a First Year Success Plan;
- access to best practices program templates;
- technical configuration assistance; and
- access to up to four standard email templates and two standard landing page templates.

Launch Pack Ultimate Japan also includes:

- access to up to 20 hours Project Management to help aid your progress;
- access to up to 112 hours virtual consulting assistance for the creation of up to:
 - one email program;
 - one newsletter marketing program;
 - one gated content program;
 - one web form program;
 - one nurture/drip program;
 - one live event program;
 - one webinar program; and
 - two lifecycle models with associated lifecycle management campaigns.
 - As well as guidance to:
 - define and execute a source strategy;
 - set up an email deliverability management program;
 - execute a scoring strategy;
 - implement a lead handoff strategy;
 - execute audience management;
 - establish basic segmentation;
 - enable basic reporting and Performance Insights;
 - set up a performance center; and
 - Email Deliverability.
 - Enablement assistance for:
 - Web Personalization and Retargeting;
 - Predictive Content; and
 - Account Based Marketing Essentials.

LAUNCH PACK STARTER REGIONAL (EMEA)

Launch Pack Starter Regional (EMEA) provides training, virtual consulting, and creative services support to get you started including:

- a First Year Success Plan;
- access to best practices program templates;
- technical configuration assistance;
- 2 virtual seats to Core Concepts I training; and
- access to up to four standard email templates and two standard landing page templates.

Launch Pack Starter Regional (EMEA) also includes:

- access to up to 4 hours Project Management to help aid your progress;
- access to up to 22 hours virtual consulting assistance for the creation of up to:
 - one email/newsletter program;
 - one gated content/web form program, basic email;
 - one nurture/drip program; and
 - one webinar program.
 - As well as guidance to:
 - define and execute a source strategy;
 - set up an email deliverability management program;
 - execute audience management;
 - establish basic segmentation; and
 - enable basic reporting and Performance Insights.

Office Hours access is provided over the Subscription Term of the Launch Pack.

LAUNCH PACK SELECT REGIONAL (EMEA & ANZ)

Launch Pack Select Regional (EMEA) provides training, virtual consulting, and creative services support to get you started including:

- a First Year Success Plan;
- access to best practices program templates;
- technical configuration assistance;
- 2 virtual seats to Core Concepts I training; and
- access to up to four standard email templates and two standard landing page templates.

Launch Pack Select Regional (EMEA) also includes:

- access to up to 6 hours Project Management to help aid your progress;
- a 2-day Program Development onsite;
- access to up to 22 hours virtual consulting assistance for the creation of up to:
 - one email/newsletter program;
 - one gated content/web form program;
 - one nurture/drip program;
 - one live event program; and
 - one webinar program;
 - As well as guidance to:
 - define and execute a source strategy;
 - set up an email deliverability management program;
 - execute a scoring/lead hand-off strategy;
 - execute audience management;
 - establish basic segmentation;
 - enable basic reporting and Performance Insights; and
 - set up a performance center.
 - Enablement assistance on:
 - Web Personalization; or
 - Account Based Marketing Essentials.

Office Hours access is provided over the Subscription Term of the Launch Pack.

LAUNCH PACK PRIME REGIONAL (EMEA & ANZ)

Launch Pack Prime Regional (EMEA & ANZ) provides training, virtual consulting, and creative services support to get you started including:

- a First Year Success Plan;
- access to best practices program templates;
- technical configuration assistance;
- 2 virtual seats to Core Concepts I training; and
- access to up to four standard email templates and two standard landing page templates.

Launch Pack Prime Regional (EMEA & ANZ) also includes:

- access to up to 15 hours Project Management to help aid your progress;
- a two-day onsite for scoring, lead hand-off and lifecycle;
- access to up to 53 hours virtual consulting assistance for the creation of up to:
 - one email/newsletter program;
 - one gated content/web form program;
 - one nurture/drip program;
 - one live event program;
 - one webinar program; and
 - one lifecycle model with associated lifecycle management campaigns.
 - As well as guidance to:
 - define and execute a source strategy;
 - set up an email deliverability management program;
 - execute a scoring strategy;
 - execute audience management;
 - establish basic segmentation;
 - enable basic reporting and Performance Insights; and
 - set up a performance center.
 - Enablement assistance on:
 - Web Personalization and Retargeting;
 - Predictive Content; and
 - Account Based Marketing Essentials.

Office Hours access is provided over the Subscription Term of the Launch Pack.

LAUNCH PACK ULTIMATE REGIONAL (EMEA & ANZ)

Launch Pack Ultimate Regional (EMEA & ANZ) provides training, virtual consulting, and creative services support to get you started including:

- a First Year Success Plan;
- access to best practices program templates;
- technical configuration assistance;
- 2 virtual seats to Core Concepts I training; and
- access to up to four standard email templates and two standard landing page templates.

Launch Pack Ultimate Regional (EMEA & ANZ) also includes:

- access to up to 20 hours Project Management to help aid your progress;
- up to 3 onsite workshops as follows:
 - a 1-day digital strategy onsite;
 - a 2-day program development onsite; and
 - a 2-day scoring & lifecycle onsite.
- access to up to 63 hours virtual consulting assistance for the creation of up to:
 - one email program;
 - one newsletter marketing program;
 - one gated content program;
 - one web form program;
 - one nurture/drip program;
 - one live event program;
 - one webinar program; and
 - two lifecycle models with associated lifecycle management campaigns.
 - As well as guidance to:
 - define and execute a source strategy;

- set up an email deliverability management program;
- execute a scoring strategy;
- implement a lead handoff strategy;
- execute audience management;
- establish basic segmentation;
- enable basic reporting and Performance Insights;
- set up a performance center; and
- Email Deliverability.
- Enablement assistance on:
 - Web Personalization and Retargeting;
 - Predictive Content; and
 - Account Based Marketing Essentials.

Office Hours access is provided over the Subscription Term of the Launch Pack.

LAUNCH PACK STARTER FRANCE

Launch Pack Starter France provides training, virtual consulting, and creative services support to get you started including:

- a First Year Success Plan;
- access to best practices program templates;
- technical configuration assistance;
- access to up to four standard email templates and two standard landing page templates.

Launch Pack Starter France also includes:

- access to up to 4 hours Project Management to help aid your progress;
- access to up to 30 hours virtual consulting assistance for the creation of up to:
 - one email/newsletter program;
 - one gated content/web form program, basic email;
 - one nurture/drip program; and
 - one webinar program.
 - As well as guidance to:
 - define and execute a source strategy;
 - set up an email deliverability management program;
 - execute audience management;
 - establish basic segmentation; and
 - enable basic reporting and Performance Insights.

Office Hours access is provided over the Subscription Term of the Launch Pack.

LAUNCH PACK SELECT FRANCE

Launch Pack Select France provides training, virtual consulting, and creative services support to get you started including:

- a First Year Success Plan;
- access to best practices program templates;
- technical configuration assistance; and
- access to up to four standard email templates and two standard landing page templates.

Launch Pack Select France also includes:

- access to up to 6 hours Project Management to help aid your progress;
- a 2-day Program Development onsite;
- access to up to 30 hours virtual consulting assistance for the creation of up to:
 - one email/newsletter program;
 - one gated content/web form program;
 - one nurture/drip program;
 - one live event program; and
 - one webinar program.
 - As well as guidance to:
 - define and execute a source strategy;
 - set up an email deliverability management program;
 - execute a scoring/lead hand-off strategy;

- execute audience management;
 - establish basic segmentation;
 - enable basic reporting and Performance Insights; and
 - set up a performance center.
- Enablement assistance on:
 - Web Personalization; or
 - Account Based Marketing Essentials.

Office Hours access is provided over the Subscription Term of the Launch Pack.

LAUNCH PACK PRIME FRANCE

Launch Pack Prime France provides training, virtual consulting, and creative services support to get you started including:

- a First Year Success Plan;
- access to best practices program templates;
- technical configuration assistance; and
- access to up to four standard email templates and two standard landing page templates.

Launch Pack Prime France also includes:

- access to up to 15 hours Project Management to help aid your progress;
- a two-day onsite for scoring, lead hand-off and lifecycle;
- access to up to 61 hours virtual consulting assistance for the creation of up to:
 - one email/newsletter program;
 - one gated content/web form program;
 - one nurture/drip program;
 - one live event program;
 - one webinar program; and
 - one lifecycle model with associated lifecycle management campaigns.
 - As well as guidance to:
 - define and execute a source strategy;
 - set up an email deliverability management program;
 - execute a scoring strategy;
 - execute audience management;
 - establish basic segmentation;
 - enable basic reporting and Performance Insights; and
 - set up a performance center.
 - Enablement assistance on:
 - Web Personalization and Retargeting;
 - Predictive Content; and
 - Account Based Marketing Essentials.

Office Hours access is provided over the Subscription Term of the Launch Pack.

LAUNCH PACK ULTIMATE FRANCE

Launch Pack Ultimate France provides training, virtual consulting, and creative services support to get you started including:

- a First Year Success Plan;
- access to best practices program templates;
- technical configuration assistance;
- access to up to four standard email templates and two standard landing page templates.

Launch Pack Ultimate France also includes:

- access to up to 20 hours Project Management to help aid your progress;
- up to 3 onsite workshops as follows:
 - a 1-day digital strategy onsite;
 - a 2-day program development onsite; and
 - a 2-day scoring & lifecycle onsite.
- access to up to 71 hours virtual consulting assistance for the creation of up to:
 - one email program;
 - one newsletter marketing program;

- one gated content program;
- one web form program;
- one nurture/drip program;
- one live event program;
- one webinar program; and
- two lifecycle models with associated lifecycle management campaigns.
- As well as guidance to:
 - define and execute a source strategy;
 - set up an email deliverability management program;
 - execute a scoring strategy;
 - implement a lead handoff strategy;
 - execute audience management;
 - establish basic segmentation;
 - enable basic reporting and Performance Insights;
 - set up a performance center; and
 - Email Deliverability.
- Enablement assistance on:
 - Web Personalization and Retargeting;
 - Predictive Content; and
 - Account Based Marketing Essentials.

Office Hours access is provided over the Subscription Term of the Launch Pack.

WHITE GLOVE LAUNCH PACK; ADD-ON TO LAUNCH PACK SELECT, PRIME OR ULTIMATE

An add-on packaged professional service that may be purchased with Launch Pack SELECT, PRIME, or ULTIMATE. This packaged professional service will be executed first and is intended to provide the consulting guidance and hands-on building tasks to get you launching your first email with Marketo in weeks.

White Glove Launch Pack relies upon some of your Launch Pack SELECT, PRIME and ULTIMATE benefits to get started:

- a success- plan
- an instance pre-loaded with best practices program templates;
- branding and use of standard email and landing page templates for the first email program

The packaged professional service provides access to up to 20 hours virtual consulting assistance for the creation of up to one email program.

For those configurations required outside of Marketo, your consultant will meet with, provide guidance and templates to assist your team in performing the following:

- CNAMEs, Email branded tracking links, SPF and DKIM DNS settings
- Applying web tracking code to your website
- Loading your data into Marketo either by:
 - Setting up the integration user in Salesforce, defining Salesforce integration access, mapping and executing your native Salesforce integration OR
 - Defining and loading data via a spreadsheet template

The configurations required within Marketo to launch your first email will be executed by your Consultant based upon requirements gathered from your team. This includes:

- Setup of Channels, tags, and initial user access
- Setup of Program folders and naming conventions for your first email program
- Setup of your first email program: email, smart campaign, smart or static list.

Batch Email Boost Launch Pack

Consultant provides coaching and consulting on IP warm up, DNS entries required to brand Customer's new dedicated infrastructure, setup and activation of the IPs and monitoring during warm up with a deliverability expert. Consultant provides enablement on the Email Deliverability solutions, education and advisory services during launch.

Bizable Tier 1 Launch Pack

The Bizible Tier 1 launch pack is comprised of a technical implementation which includes CRM package installation in production as well as a temporary sandbox environment as needed, JavaScript deployment, and Ads account connections. Additionally, the launch pack includes training and education on the Bizible Tier 1 core concepts and additional customization for your specific Marketing goals.

Bizible Tier 2 Launch Pack

The Bizible Tier 2 launch pack is comprised of a technical implementation which includes CRM package installation in production as well as a temporary sandbox environment as needed, JavaScript deployment, and Ads account connections. Additionally, the launch pack includes training and education on the Bizible Tier 2 core concepts and additional customization for your specific Marketing goals.

Bizible Tier 3 Launch Pack

The Bizible Tier 3 launch pack is comprised of a technical implementation which includes CRM package installation in production as well as a temporary sandbox environment as needed, JavaScript deployment, and Ads account connections. Additionally, the launch pack includes training and education on the Bizible Tier 3 core concepts and additional customization for your specific Marketing goals.

Performance Insights Launch Pack

Marketo Performance Insight Launch Pack provides advice and guidance on configuring your admin settings, programs, and campaigns for optimal analysis and reporting. Together, with your Professional Services Consultant, learn to perform an audit of system setup that impacts your reporting, one-on-one training for best practices to gain proficiency with Marketing Performance Insight and personalized instruction on the optimization and utilization of the Marketing Performance Insight features, including custom views, and filters.

Scoring & Lifecycle Workshop

Marketo's Scoring & Lifecycle Workshop will provide a review of best practices, discovery of your scoring, and lead hand-off to sales processes and define your lifecycle model as the foundation to performing advanced journey analytics. The service includes up to 32 hours of virtual consulting time for discovery and best practice sessions followed by a 2-day onsite workshop building out your lifecycle model and associated management programs. Marketo will advise on testing, launch activities and reporting.

Web Personalization & Retargeting Launch Pack

Web Personalization Launch Pack provides up to 15 hours of virtual consulting with a Marketo Consultant to setup the web personalization & retargeting features, provide familiarization, and assist you with configuring your initial campaigns and reporting.

Predictive Content Launch Pack

A Marketo Professional Services Consultant will deliver up to 8 hours of virtual consulting time for advice and guidance to help you implement and utilize the Marketo predictive content engine to drive higher engagement with your audience via your website and emails.

Account Based Marketing Essentials Launch Pack

The Marketo Engage Account-Based Marketing (ABM) Essentials Launch Pack includes up to 16 hours one-on-one virtual consulting to help you start using foundational ABM features. Services include best practices advice, creating target account lists and cross-channel account marketing programs, and measuring results of ABM activities.

Account Profiling Services Add-On

The Marketo Engage Account Profiling Services Add-On gives you access to a Marketo Engage Subject Matter Expert to guide you through integration with Marketo's automated predictive engine. Our Professional Services team will help you set up a predictive model so you can easily identify best-fit accounts and incorporate these accounts into your account-based marketing programs within Marketo Engage.

Workspaces & Partition Launch Pack

Marketo's Workspaces & Partition (W&P) Launch Pack includes up to 20 hours of one-on-one virtual consulting to review best practices, discover your program and data access use cases, strategize on the design of and work with you to configure (1) Workspace and (1) Partition in Marketo Engage.

Sales Insight Launch Pack

Marketo Sales Insight Launch Pack service will advise you on your setup and use of Marketo Sales Insight to align your Marketing and Sales teams. The service includes up to 10 hours of virtual one-on-one consulting time. The service will start with a kick-off and planning session, followed by providing you an overview of the product features and best practice sales use cases. Our expert will perform a review of your current scoring and interesting moments and advise you on your roll-out to sales.

Advanced Report Builder Launch Pack

The Advanced Report Builder Launch Pack provides up to 30 hours of virtual consulting time with a Marketo Consultant to help build campaign reporting dashboards and custom reports to meet your revenue reporting requirements. Service delivered virtually.

Mobile Engagement Launch Pack

Mobile Engagement Launch Pack includes up to 15 virtual consulting, advice and assistance with technical setup and initial mobile engagement campaign configuration for 1 native mobile app (iOS and Android). Must be completed within 180 days of the Subscription Start Date.

Sales Connect Basic Setup Only

Marketo Sales Connect (MSC) Basic Setup Only Pack is available to TOUT APP/Marketo implemented customers only. It provides 4 hours of advice and guidance to help you integrate Marketo Sales Connect into your email, CRM and Marketo instance. It assumes you have already implemented TOUT APP and are merely updating to MSC.

Sales Connect Launch Pack

Marketo Sales Connect Launch Pack provides advice and guidance to help you setup and integrate Marketo Sales Connect into your email, CRM and Marketo instance. You'll learn how to develop email and campaign templates and how to use Marketo Sales Connect analytics to understand your team's activity and to optimize performance. We'll also share best practices in campaigns and deliverability.