

**ADOBE MARKETO ENGAGE AND BIZIBLE
PACKAGED PROFESSIONAL SERVICES TERMS**

Note to Customer: All of the services described herein are subject to the terms of the applicable Sales Order therefor. It is Customer's responsibility to work with its Adobe Marketo Engage professional services representative to take full advantage of the packages and virtual consulting outlined below. We encourage Customer to schedule professional services resources as early in the License Term as possible. All of the services described herein shall expire in accordance with the applicable Sales Order and will not be extended past their initial term. Capitalized terms used herein but not defined shall have their respective meanings set forth in the applicable Sales Order and the terms that govern such Sales Order (including, for the avoidance of doubt, "Marketo", which shall mean either the entity Adobe Inc. or one of its Affiliates that has executed such Sales Order. All references herein to "you" or "your" shall mean Customer or Customer's, respectively.

Customer agrees Marketo may use subcontractors in the performance of the services described herein. Where Marketo subcontracts any of its obligations below, Marketo will remain responsible for its obligations in accordance with the Agreement.

QUICK PACK SMB

Quick Pack SMB Service provides training, consulting, "best practices" insight, and creative services support to Customer consisting of:

- 2 virtual seats to the Core Concepts I training;
- Instance administrative setup and branding;
- Native CRM integration guidance;
- Up to four standard email templates and two standard landing page templates;
- 15 Marketo foundation programs;
- Up to 4 basic program builds;
- Setup of best practice data management program;
- Program analysis & basic analytics;
- Lead management scoring support;
- Implementation workbook documentation on configurations;
- Up to 4 hours of testing and go live support and up to 4 hours of deskside coaching; and
- Weekly project management during the applicable term.

VIRTUAL CONSULTING, 8 HOURS

Provides up to 8 hours of virtual consulting per unit purchased. Your Marketo consultant will provide advice and guidance on marketing best practices and/or the use of Marketo. Consulting delivered by telephone or virtually. Customer may consume up to the hours purchased. Hours are not interchangeable with any other Adobe or Marketo Professional Services engagement. Any hours that remain unused after the expiration date set forth on the Sales Order cannot be used for any other purpose.

VIRTUAL CREATIVE CONSULTING, 8 HOURS

Provides up to 8 hours of virtual creative consulting per unit purchased (Customer must purchase a minimum of 3 units, and may not purchase more than 10 units). Hours include all time spent by a Marketo creative consultant, including project management, preparation, development, testing and Customer review.

VIRTUAL CONSULTING, 8 HOURS - JAPAN

Provides up to 8 hours of virtual consulting per unit purchased. Your Marketo consultant will provide advice and guidance on marketing best practices and/or the use of Marketo. Consulting delivered by telephone or virtually. Customer may consume up to the hours purchased. Hours are not interchangeable with any other Adobe or Marketo Professional Services engagement. Any hours that remain unused after the expiration date set forth on the Sales Order cannot be used for any other purpose.

VIRTUAL CONSULTING, 4 HOURS - JAPAN

Provides up to 4 hours of virtual consulting per unit purchased. Your Marketo consultant will provide advice and guidance on marketing best practices and/or the use of Marketo. Consulting delivered by telephone or virtually. Customer may consume up

to the hours purchased. Hours are not interchangeable with any other Adobe or Marketo Professional Services engagement. Any hours that remain unused after the expiration date set forth on the Sales Order cannot be used for any other purpose.

LAUNCH PACK SELECT JAPAN

Launch Pack Select Japan provides training, virtual consulting, and creative services support to Customer consisting of:

- 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
 - set up a performance center.
- Access to up to 10 additional virtual consulting hours to enable the Web Personalization or Account Based Marketing Essentials features or otherwise applied to the scope of services described for this Launch Pack.

LAUNCH PACK PRIME JAPAN

Launch Pack Prime Japan provides training, virtual consulting, and creative services support to Customer consisting of:

- 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; and
 - guidance as to how Customer can:
 - 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 for:
 - 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 Customer consisting of:

- 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; and
 - guidance as to how Customer can:
 - 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
 - enable Email Deliverability; and
 - 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 Customer consisting of:

- 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; and
 - guidance as to how Customer can:
 - 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.

LAUNCH PACK SELECT REGIONAL (EMEA & ANZ)

Launch Pack Select Regional (EMEA) provides training, virtual consulting, and creative services support to Customer consisting of:

- 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; and
 - guidance as to how Customer can:
 - 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; and
 - enablement assistance on either:
 - Web Personalization; or
 - Account Based Marketing Essentials.

LAUNCH PACK PRIME REGIONAL (EMEA & ANZ)

Launch Pack Prime Regional (EMEA & ANZ) provides training, virtual consulting, and creative services support Customer consisting of:

- 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; and
 - guidance as to how Customer can:
 - 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
- enablement assistance on:
 - Web Personalization and Retargeting;
 - Predictive Content; and
 - Account Based Marketing Essentials.

LAUNCH PACK ULTIMATE REGIONAL (EMEA & ANZ)

Launch Pack Ultimate Regional (EMEA & ANZ) provides training, virtual consulting, and creative services support to Customer consisting of:

- 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; and
 - guidance as to how Customer can:
 - 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
 - enable Email Deliverability; and
 - enablement assistance on:
 - Web Personalization and Retargeting;
 - Predictive Content; and
 - Account Based Marketing Essentials.

LAUNCH PACK STARTER FRANCE

Launch Pack Starter France provides training, virtual consulting, and creative services support to Customer consisting of:

- 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; and
 - guidance as to how Customer can:
 - 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.

LAUNCH PACK SELECT FRANCE

Launch Pack Select France provides training, virtual consulting, and creative services support to Customer consisting of:

- 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;
 - guidance as to how Customer can:
 - 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; and
 - enablement assistance on either:
 - Web Personalization; or
 - Account Based Marketing Essentials.

LAUNCH PACK PRIME FRANCE

Launch Pack Prime France provides training, virtual consulting, and creative services support to Customer consisting of:

- 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;
- guidance as to how Customer can:
 - 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
- enablement assistance on:
 - Web Personalization and Retargeting;
 - Predictive Content; and
 - Account Based Marketing Essentials.

LAUNCH PACK ULTIMATE FRANCE

Launch Pack Ultimate France provides training, virtual consulting, and creative services support to Customer consisting of:

- 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;
 - guidance as to how Customer can:
 - 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; and
 - enablement assistance on:
 - Web Personalization and Retargeting;
 - Predictive Content; and
 - Account Based Marketing Essentials.

BIZIBLE TIER 1 LAUNCH PACK - EMEA

The Bizible Tier 1 launch pack is virtual consulting comprised of:

- reviewing the technical implementation, which includes CRM package installation in production, a temporary sandbox environment (if needed based on Customer’s purchased entitlements or Adobe’s discretion), JavaScript deployment, and ads account connections;
- customizing your Bizible account with your different marketing channels and creating rules for online channels, offline channels, and the creation of applicable touchpoints;
- creating segmentation for customized reporting within Bizible Discover;
- performing data reviews by leveraging pre-built reports in the CRM; and
- leveraging pre-built dashboards and tiles for in-depth report training within Bizible Discover.

BIZIBLE TIER 2 LAUNCH PACK - EMEA The Bizible Tier 2 launch pack is virtual consulting comprised of:

- reviewing the technical implementation, which includes CRM package installation in production, a temporary sandbox environment (if needed based on Customer’s purchased entitlements or Adobe’s discretion), JavaScript deployment, and ads account connections;
- customizing your Bizible account with your different marketing channels and creating rules for online channels, offline channels, and the creation of applicable touchpoints;
- creating segmentation for customized reporting within Bizible Discover;
- performing data reviews by leveraging pre-built reports in the CRM;
- leveraging pre-built dashboards and tiles for in-depth report training within Bizible Discover;
- reviewing your funnel stages to understand what pivotal milestones you want to include in a custom attribution model, including defining the weight of these milestones using your own determined weighting or by leveraging a machine learning model for input into the stage weight;
- mapping leads to your accounts using account-based marketing functionality, providing a predictive engagement score on such accounts, and educating you on such matching functionality and how such scores are calculated;
- if you are leveraging multiple currencies for revenue or cost reporting across your CRM or ad spend, configuring your account to support the multiple currencies leveraged, and identifying the currency for reporting and reviewing the process for uploading cost relative to the currency that is being leveraged; and
- training you on how to interpret the data relative to the stages in your funnel and informing you how the Bizible tiles are calculated and visualized for your data set.

BIZIBLE TIER 3 LAUNCH PACK - EMEA The Bizible Tier 3 launch pack is is virtual consulting comprised of:

- reviewing the technical implementation, which includes CRM package installation in production, a temporary sandbox environment (if needed based on Customer’s purchased entitlements or Adobe’s discretion), JavaScript deployment, and ads account connections;
- customizing your Bizible account with your different marketing channels and creating rules for online channels, offline channels, and the creation of applicable touchpoints;
- creating segmentation for customized reporting within Bizible Discover;
- performing data reviews by leveraging pre-built reports in the CRM;
- leveraging pre-built dashboards and tiles for in-depth report training within Bizible Discover;
- reviewing your funnel stages to understand what pivotal milestones you want to include in a custom attribution model, including defining the weight of these milestones using your own determined weighting or by leveraging a machine learning model for input into the stage weight;
- mapping leads to your accounts using account-based marketing functionality, providing a predictive engagement score on such accounts, and educating you on such matching functionality and how such scores are calculated;
- if you are leveraging multiple currencies for revenue or cost reporting across your CRM or ad spend, configuring your account to support the multiple currencies leveraged, and identifying the currency for reporting and reviewing the process for uploading cost relative to the currency that is being leveraged; and
- training you on how to interpret the data relative to the stages in your funnel and informing you how the Bizible tiles are calculated and visualized for your data set; and
- training on the tiles in Bizible’s Advanced Persona Boards and the customization allowed through our filtering capabilities; and
- if you have licensed the Bizible data warehouse, reviewing the structure and table available through Snowflake.

WEB PERSONALIZATION LAUNCH PACK – EMEA

The Web Personalization Launch Pack provides up to 15 hours of virtual consulting with a Marketo consultant to set up the Web Personalization and Retargeting features of Adobe Marketo Engage and assist you with configuring your initial campaigns and reporting.

WEB PERSONALIZATION AND PREDICTIVE CONTENT STRATEGY & CAMPAIGN CONFIGURATION – EMEA

Marketo will deliver a 2-day discovery workshop at your site to gather your goals, review common web personalization use cases, and define the steps to build up to 3 personalized campaigns with predictive content (if applicable). Marketo will help you outline the audiences, campaign strategies, and tactics for use cases that fit your stated objectives. A consultant will deliver up to 30 hours of virtual consulting to help you configure your initial campaigns. Travel and living expenses of any on-site consulting are not included in the price and will be billed separately.

TARGET ACCOUNT MANAGEMENT LAUNCH PACK - EMEA

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.

SALES CONNECT LAUNCH PACK - EMEA

The Marketo Sales Connect Launch Pack provides advice and guidance to help you setup and integrate Marketo Sales Connect into your email, CRM and Adobe Marketo Engage 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.

AUTOMERGE SOLUTION SETUP

This is a one-time service to set up the ongoing Adobe Marketo Engage deduplication solution. Service includes defining the deduplication scenarios, merge rules, setup and testing. Configuration changes after setup shall incur an additional charge.

PURPOSEFUL DUPLICATE SYNC SETUP

This is a one-time service to set up the ongoing Adobe Marketo Engage purposeful duplicate sync solution. Service includes defining the duplication logic, fields to be kept in sync, setup, and testing. Configuration changes after setup shall incur an additional charge.

DATA TRANSFER HUB – FILE IMPORT SOLUTION SETUP

This is a one-time service to set up the Adobe Marketo Engage Data Transfer Hub Import solution. Service includes the setup to import up to three delimited data files containing Person or Custom Object data into an Adobe Marketo Engage instance via the Marketo REST API. More files can be transferred for an additional service fee. Configuration changes after setup shall incur an additional charge.

DATA TRANSFER HUB – FILE EXPORT SOLUTION SET-UP

This is a one-time service to set up the Adobe Marketo Engage Data Transfer Hub Export solution. Service includes the setup to export up to three delimited data files containing Person data from an Adobe Marketo Engage instance via the Marketo REST API. More files can be transferred for an additional service fee. Configuration changes after setup shall incur an additional charge.

ONGOING ACTIVITY EXPORT SETUP

This is a one-time service to set up the ongoing Adobe Marketo Engage Activity Export solution. Service includes defining up to 25 activity types to export, setup, and testing. There will be a separate file for each activity. Setup includes one-time export of historical activity data. Service includes set-up of one file for an ongoing export of records (Marketo only, CRM Leads and Contacts) if needed. Configuration changes after setup shall incur an additional charge.

SCRIPTED ELOQUA MIGRATION

This service includes the automated migration of images, landing pages, emails, contacts and activities from Eloqua to Adobe Marketo Engage, up to 400 emails, 200 landing pages, 6000 images, and 1,500,000 Contacts from a file provided by Customer. Manual migration of other assets—such as Programs, Smart Campaigns and Forms—is not included in this package.

DELIVERABILITY LAUNCH PACK

This service consists of deliverability consulting for each of (a) Dedicated IP, or (b) Deliverability Tools, Reputation, and Email Informant. One unit of service will be sold applied to each of the foregoing Adobe Marketo Engage services. The consultant for the Dedicated IP service shall provide coaching and consulting on IP warm up, DNS entries required to brand Customer's new dedicated IP, setup and activation of the Dedicated IP, and a check in during warm up with a deliverability expert. This service is required with all purchases of the Dedicated IP service. The consultant for Deliverability Tools, Reputation, and Email Informant

shall provide setup and enablement services for usage of such tools, education and advisory on email deliverability and reputation, and a review of Customer's data and best practices guidance therewith.

DELIVERABILITY CONSULTING

This service consists of 20 hours of ad-hoc technical and strategic email deliverability consultations for Customer scenarios that may include: (a) ad-hoc analysis of specific Customer datasets; (b) advisory and resolution of deliverability issues due to Customer's specific Adobe Marketo Engage instance configuration; (c) sending reputation and deliverability troubleshooting for atypical situations; and (d) other ad-hoc deliverability enablement. A maximum of 3 units (each unit consisting of 20 hours) can be sold at one time.

BATCH EMAIL BOOST LAUNCH PACK

This service consists of pooled IP warm up (5 IPs), DNS entries required to brand Customer's new dedicated infrastructure, setup and activation of the IP pool, and monitoring during warm up with a deliverability expert. Such consultant shall provide enablement on the Email Deliverability solutions, education, and advisory services during Customer's launch of the Adobe Marketo Engage service.

MANAGED IP WARM UP SERVICE

The Managed IP Warm Up Service intends to enable Customer to avoid throttling email or reducing email volume while its IP reputation is established. This service includes a one-hour consultation with a Deliverability Consultant to scope the IP warm up program and includes execution of the program on Adobe's mail server. Adobe will use of up to 4 Marketo IPs managed over 4 weeks to assist in an IP warm up. Client will begin with up to 5 IPs in a pool safely distributing email volume. After 2 weeks one IP will be removed per week until the Client is sending from a single dedicated IP. This service accommodates up to 500,000 email sends per day.

DELIVERABILITY CONSULTING RETAINER

This Deliverability Consulting Retainer service is an annual commitment from Customer. Customer will have access to a dedicated Deliverability Consultant who will provide regular check-ins, deliverability performance monitoring, QBRs, crisis response, and ongoing sender education. This service consists of 60 hours, and Customer may purchase additional units of 20 hours up to a maximum of 120 hours.