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What is Adobe Campaign?

Adobe Campaign provides a platform for designing cross-channel customer experiences and provides an environment for visual campaign orchestration, real time interaction management and cross channel execution.

Products and Services	License Metric	Deployment
Adobe Campaign - Premium Bundle Pack	Per Bundle Pack and Active Profiles	Managed Services OR On-premise Software
Adobe Campaign - Ultimate Bundle Pack	Per Bundle Pack and Active Profiles	Managed Services OR On-premise Software
Adobe Campaign - Cloud Messaging	Per Email Volume Commitment per year	On-demand Service (Hybrid Deployment)
Additional Infrastructure and Capabilities	License Metric	Deployment
Total Database Storage	Gigabytes per year	Managed Services

IPv4 Addresses	Per IPv4 Address	Managed Services OR On-demand Service (Hybrid)
Image Serving	Gigabytes per month	Managed Services OR On-demand Service (Hybrid)
Transactional Messaging Infrastructure Add-On	Per Dedicated Server per year	Managed Services OR On-demand Service (Hybrid)
Domain Delegations	Per Domain Delegation	Managed Services OR On-demand Service (Hybrid)
SFTP Accounts	Per SFTP Account	Managed Services
Email Rendering	Per 1,000 Email Renderings	Managed Services OR On-premise Software OR On-demand Service (Hybrid)
Channel	Per Channel	Managed Service OR On-premise Software OR On-demand Service (Hybrid)
Inbound Interactions	Per Inbound Interaction per day	Managed Service OR On-premise Software OR On-demand Service (Hybrid)

Engine Calls	Per Engine Calls per day	Managed Service
Staging Instance	Per Instance	Managed Services

Product limitations

Default capabilities are described here (note that Customer may buy additional capabilities listed in the Additional Infrastructure and Capabilities table above).

Adobe Campaign–Premium Bundle Pack

Channels: Three channels included: e-mail, direct mail, and one more of Customer’s choosing, which may not be changed without Adobe’s prior written approval.

Customer-selected channel(s): The third Customer-selected channel may be designated in the applicable Sales Order or otherwise confirmed by Customer’s initial use of a third Channel. Customer may also purchase a fourth Channel.

E-mail rendering: If the Premium bundle is licensed for a limited term, then it includes 1500 Email Renderings per year.

Additional capabilities: - The following add-on components may be licensed: Survey Manager, Campaign Marketing Analytics, Campaign Optimization, additional Email Rendering, additional Channel and Distributed Marketing.

Adobe Campaign—Ultimate Bundle Pack

Channels: All available Channels.

Included capabilities: Survey Manager, Campaign Marketing Analytics and Campaign Optimization.

Email Rendering: If the Ultimate bundle is licensed for a limited term, then it includes unlimited Email Renderings.

Inbound interactions: Customer is charged annual IT infrastructure fees based upon the number of Inbound Interactions per day according to the table below.

Additional capabilities: Distributed Marketing may be licensed.

Adobe Campaign Premium and Ultimate Bundle Packs in hybrid deployment or Managed Services with Transactional Messaging Add-on

Transactional Messaging: Customer must license sufficient Dedicated Servers to leverage Transactional Messaging. Adobe is not liable for any degradation or downtime caused by insufficient Dedicated Servers.

Transactional Messaging works with the following Channels: Email, SMS, and Mobile App.

Maintenance and Support for On-premise Software.

Adobe Platinum Maintenance Support is included with term licenses to the On-premise Software, but must be purchased separately for perpetual licenses to the On-premise Software.

The Adobe Platinum Maintenance and Support program is provided under the most-current terms and conditions for Adobe Platinum Maintenance and Support.

Default IT Infrastructure Resources by Active Profile Tiers:

Note that Customers may buy additional resources listed in the Additional Infrastructure and Capabilities table above as needed):

		Maximum Number of Active Profiles in Millions*				
		<1	1 to <2	2 to <5	5 to <10	10 to 20
Adobe Campaign Managed Services - Premium and Ultimate Bundle Packs						
	Total Database Storage in GB	120	200	300	550	1,100
	Production instance Database Storage in GB	60	100	150	275	550
	Staging instance Database Storage in GB	60	100	150	275	550
	SFTP Storage in GB	40	60	80	100	200
	Image Serving (Bandwidth in GB per month)	1,000	2,000	2,000	3,000	5,000
	Engine Calls per day (excluding Transactional Messaging)	20,000	20,000	50,000	50,000	70,000
	Maximum Engine Calls per second (excluding Transactional Messaging)	2	2	5	5	7
	Peak Volume (Number of Emails per hour)**	250,000	250,000	500,000	500,000	1,000,000

Maximum Email Size in KB	60	60	60	60	60
Number of IPv4 Addresses	4	4	6	6	8
Number of Domain Delegations (up to and including designated number)	4	8	12	12	16
Adobe Campaign - Ultimate Bundle Pack Inbound Interactions					
Inbound Interactions per day	200,000	200,000	200,000	200,000	200,000
Maximum Inbound Interactions per second	10	10	25	25	35
<p>* If the maximum number of Active Profiles exceeds 20 Million, the resources will be custom-scoped as indicated in the applicable Sales Order. ** If Customer has activated Transport Layer Security (TLS), then these numbers will not apply</p>					

IT Infrastructure and Limitations by Email Tiers for Hybrid Deployment:

	Maximum Emails (Millions per Year)*				
	<36	36 to <72	72 to <180	180 to <360	360 to 720
Peak Volume (Number of Emails per hour)**	250,000	250,000	500,000	500,000	1,000,000
Maximum Email Size in KB	60	60	60	60	60
Number of IPv4 Addresses	4	4	6	6	8

Image Serving-Bandwidth in GB per month	1000	2,000	2,000	3,000	5,000
Number of Domain Delegations (up to and including designated number)	4	8	12	12	16

* If the maximum number of emails exceeds 720 Million, the resources will be custom-scoped as indicated in the applicable Sales Order

** If Customer has activated Transport Layer Security (TLS), then these numbers will not apply

Definitions

Active Profile means a Profile that Customer has attempted to communicate with during the past 12 months via any Channel. Active Profiles are charged in increments of 1,000.

Bundle Pack means Adobe Campaign Premium or Adobe Campaign Ultimate, as applicable, plus Delivery Fundamentals.

Channel means distinct modes of communication between Customer and Recipients through email, direct mail, mobile app, call center, social, or SMS.

Dedicated Server means dedicated execution server(s) to leverage Transactional Messaging. A server can typically process up to 50,000 Engine Calls per hour. The “Per-Dedicated Server” designation does not necessarily have a 1:1 correlation with a physical server as Adobe may utilize virtualization technologies to achieve the equivalent effect.

Delivery Fundamentals means Adobe Campaign Deliverability Fundamentals Consulting Service and provides email deliverability consultation and reputation management to assist Customer with leveraging Adobe Campaign. Deliverability Fundamentals is available to new Customers only, and is excluded from renewals or upsells.

Domain Delegation means the number of designated domains of Customer requiring support from Adobe in connection with email campaigns.

Email-Rendering means each time Customer previews the content of a template email in various email client environments.

Email Volume Commitment means the anticipated emails sent per year (i.e., total annual email volume commitment, including emails sent but not delivered due to delivery errors such as non-delivery of a message including but not limited to email address errors, hard bounces, soft bounces, email filters of mail clients, and email blacklists) as set forth in the Sales Order.

Engine Call means a server call that starts real-time processing on server side for the extraction of data, such as data relating to surveys, WebApps, JSSP, APIs, mobile app registrations, etc. Engine Calls must be licensed in packs of 5,000 Engine Calls per day.

Image Serving means the capability to serve Customer's images embedded in emails to Recipients, and allow linking to those images in connection with emails sent by Adobe on behalf of Customer.

Inbound Interaction means each time a Customer, who has purchased the Adobe Campaign Ultimate bundle, uses the interaction capability to respond to a Recipient request by using the recommendation engine to deliver a real-time message.

Profile means a record of information (e.g., a record in the nmsRecipient table or an external table containing cookie ID, Customer ID, mobile identifier or other information relevant to a particular Channel) representing an end-customer, prospect, or lead.

Recipient means the end user that receives Customer's message via any of the Channels.

SFTP Accounts means accounts that are used for moving large data sets into Adobe Campaign Instances. The storage attached to these SFTP accounts is limited and is not for the purpose of long-term storage.

Total Database Storage means the aggregate size of the Production and Staging Instances Database Storage managed by Adobe.

Transactional Messaging means the ability to manage trigger messages in real time. Transactional Messaging can be used with Channels licensed by Customer, as applicable.