



SERVICE LEVEL AGREEMENT

SERVICE LEVEL EXHIBIT – Adobe Media Optimizer Search and Adobe Media Optimizer Dynamic Creative Optimization (Effective 24 May 2017)

1. SPECIFIC TERMS

1.1 **General.** This is an exhibit to the Services Level Agreement and terms that are not defined herein are defined in the Agreement.

1.2 **Covered Services.** Covered Services means, as applicable: Adobe Media Optimizer Search and Adobe Media Optimizer Dynamic Creative Optimization.

1.3 User Interface

A. Availability of the Covered Services – User Interface. Available / Availability means when Adobe’s or its third-party monitoring services indicate that Customer is able to access the Adobe online user interface for the Covered Services.

B. Minimum Uptime Percentage: 99%

C. Service Credits:

<u>Uptime Percentage:</u>	<u>Service Credit %:</u>
≥ 95.0% but < 99.0%	10% of Monthly Fees
≥ 90.0% but < 95.0%	15% of Monthly Fees
< 90.0%	25% of Monthly Fees

1.4 Ad Servers

A. Availability of the Covered Services – Ad Servers. Available / Availability means when Adobe’s or its third-party monitoring services indicate that the ad servers for the Covered Services are operational enough to record the following events from the Covered Services’ tracking tags configured on various client ads and web pages: search engine ad click redirects, display ad impressions, display ad click redirects, social ad impressions, social click redirects, conversion events configured on a client web page, and audience segmentation events.

B. Minimum Uptime Percentage: 99.5%.

C. Service Credits:

<u>Uptime Percentage:</u>	<u>Service Credit %:</u>
≥ 95.0% but < 99.5%	10% of Monthly Fees
≥ 90.0% but < 95.0%	15% of Monthly Fees
<90.0%	25% of Monthly Fees

1.5 Notification Processes

A. Maintenance Notification Process for Section 2: Adobe will notify Customer of maintenance outages by sending a notice to the email address provided by Customer to Adobe for this purpose. To update Customer’s contact email address, Customer must contact its Adobe account manager. Update requests take at least three business days to process.

B. Notification Process for Section 3.1: Customer must notify its Adobe account manager.