



ADOBE PDM – ADOBE ANALYTICS (2013v2)

1. Additional Terms for Adobe Analytics.

- 1.1 **Definitions.** Unless otherwise defined herein, capitalized terms shall have the meanings ascribed to them in the corresponding Adobe General Terms.
- (a) **CPMM:** means cost per million.
 - (b) **Primary Server Call:** means each page view, exit link, download, custom link, or other event on the Customer Site(s) to the extent that Customer tags, allows to be tagged, or causes to be tagged such page views, exit links, downloads, custom links, and other events for purposes of accessing and using Adobe Analytics. Each tagged page view, exit link, campaign container request, download, custom link, or other event will be counted as one Primary Server Call.
 - (c) **Report Suite:** means a repository of Customer Data within the Adobe Analytics platform pertaining to a specific source of traffic that has been identified by Customer. Customer shall be responsible for maintaining sufficient internet and telecommunication requirements in order to access and use the OnDemand Services.
 - (d) **Secondary Server Call:** means each duplicate page view, exit link, download, custom link, or other event on the Customer Site(s) to the extent that Customer enables multi-suite tagging or real-time segmentation of Customer Data using VISTA rules (Visitor Identification, Segmentation and Transformation Architecture) on such Customer Site(s).
 - (e) **User:** means only employees of Customer who are authorized and designated by Customer to access Adobe Analytics using a unique password and login ID, as provided exclusively by Adobe.
- 1.2 **Usage.** (i) Users. Unless otherwise specifically limited in the Adobe Sales Order, User Passwords and Log-in ID's for the OnDemand Services will be provided to Customer in an amount mutually agreed upon by Customer and Adobe. Customer acknowledges that each of its Users that access the OnDemand Services will be bound by the terms and conditions of use required of each such User upon log-in to the OnDemand Services. (ii) Data. Unless otherwise specified in this PDM or in the Adobe Sales Order, data collected from the Customer Site(s) (including data collected in connection with OnPremise Software hosted and managed by Adobe), and data otherwise imported into the Adobe Analytics platform by Customer or its Affiliates, may be permanently deleted by Adobe after twenty-five (25) months from the date of collection or receipt.
- 1.3 **Support.** Adobe provides 24x7x365 unlimited access to Adobe Client Care for a maximum of five (5) named Customer technical support contacts. Support includes: Live Phone, Chat, and Email Support from Adobe Client Care; access to the Online Interface for Support Issue Management; access to the Searchable Knowledge Base; and access to On Demand Training Modules.

2. Adobe Analytics Product and Services Descriptions.

- 2.1 **Adobe Analytics – Standard Edition.** The Adobe Analytics Standard Edition includes the following components and functionality.
- (a) **Reports.** Adobe provides reporting functionality in three main areas: Traffic Reports, Conversion Reports, and Success Events. Each Report may contain up to five-hundred thousand (500,000) unique values or data elements.
 - (b) **Path Analysis.** Path Analysis provides the ability to report on the path of online visitors and to dissect paths to identify patterns. Path Analysis creates pathing for traffic variables such as Page Name, Site Section, or any Custom Insight variable. Pathing enables reports such as Previous and Next Page Flow reports and the Pathfinder Report.

- (c) **Report Suite-based Real-Time Segmentation.** This feature allows Customer to segment traffic using distinct Report Suites, i.e. a group of Reports that apply to a designated set of web pages, website(s), or domain(s) that are tagged for reporting as a single unit or account.
- (d) **User Log-ins.** Adobe provides unique logins for all Users who are authorized to access the reporting interface(s) for the OnDemand Services. Use of the same login ID simultaneously by two (2) or more Users is prohibited.
- (e) **ClickMap – Display Success Events.** This feature enables ClickMap to display Success Events such as the click event and the purchase event (e.g. orders, units and revenue).
- (f) **Success Event Participation.** This feature generates reports that show which traffic and conversion variables contributed to a given success event. Customer may also enable page participation tracking for custom events and traffic property participation for the purchase event.
- (g) **Unique Visitors.** This feature monitors unique visitors to each Report Suite by day, week, and month. Optionally, this feature may measure unique visitors at a more granular level for pages, channels, or any other traffic property by day, week, or month.
- (h) **Multi-Site Roll-up Accounts.** This feature provides a view of visitor behavior across multiple Customer Sites by aggregating data from multiple Report Suites geographically or organizationally. Multi-Site Roll-up Accounts include data from up to Two Hundred (200) Report Suites, updated daily.
- (i) **Data Correlation.** Data Correlation allows Customer to view relationships between two (2) or more traffic variables that occur on the same page of a Customer Site or Report Suite. Data Correlation supports a maximum of five-hundred thousand (500,000) unique values per variable per Report Suite.
- (j) **Conversion Sub-relations.** This feature allows Customer to view relationships between two (2) or more conversion variables and analyze how different combinations affect success metrics and events.
- (k) **Merchandising.** This feature allows Customer to analyze product performance and how it varies across various merchandising channels, including cross-visit tracking.
- (l) **GeoSegmentation.** This feature allows Customer to map out visitor location by geographic area.
- (m) **Hierarchy Reporting.** This feature allows Customer to analyze traffic to sections and sub-sections of a website by aggregating data at the highest levels of a hierarchy and drilling down into increasing levels of detail.
- (n) **Direct Data Feed.** This feature allows Customer to leverage Adobe Analytics data within Customer's internal data warehouse by receiving a daily export of full click stream or summary level data.
- (o) **Additional Conversion Variables with Full Sub-relations.** This feature provides Customer with access to granular reporting capabilities by drilling down from one (1) conversion variable into another variable.
- (p) **Advanced Instances Tracking.** This feature allows Customer to track and analyze "Instances" of sub-relations (i.e. Search Engine, Search Keyword, Referring Domain).
- (q) **Data Sources.** This feature allows Customer to import data from its internal data stores into the Adobe Analytics platform. For purposes of this feature, one (1) row of data imported represents and is equivalent (for billing purposes) to one (1) Primary Server Call and will be charged in accordance with the Primary Server Call rate set forth in the applicable Adobe Sales Order.
- (r) **Tag Management.** This feature provides Customer with the ability to host and manage tag libraries for the enablement of certain products and services.
- (s) **Report Builder.** This feature allows Customer to pull Customer Data into Microsoft Excel and can send data according to a predefined or User-defined schedule and set of instructions (each set of instructions a "**Scheduled Report**"). This feature is limited to ten (10) Scheduled Reports at any time, and the same login ID may not be used by more than one (1) individual at a discrete moment in time.
- (t) **Data Warehousing.** This feature provides Customer with the ability to generate custom Reports filtered by any available segmented variable, to define custom visitor segments, and to analyze data dimension relationships, visitor behavior, conversion rates, revenue, and other pertinent success metrics in order

to understand and respond to visitor/activity trends.

- (u) **Integration Data Sources.** This feature allows Customer to import its own “Transaction ID’s” into the Adobe Analytics platform. For purposes of this feature, one (1) row of data imported represents and is equivalent (for billing purposes) to one (1) Primary Server Call and will be charged in accordance with the Primary Server Call rate set forth in the applicable Adobe Sales Order.
- (v) **Genesis Integrations.** Using this feature, Customer can integrate data from third party tools with the Adobe Analytics platform. Providers of third party tools may charge fees for the integrations. The fees, if any, will be between Customer and the provider.
- (w) **Web Services Application Programming Interface (API).** Using this feature, Customer can access Customer Data programmatically through a web services- based API, and thus build dashboards and other reporting applications that automatically process Customer Data within the API. For purposes of this feature, each API request (including but not limited to report requests, status checks, and report retrievals) represents and is equivalent (for billing purposes) to one (1) Primary Server Call and will be charged in accordance with the Primary Server Call rate set forth in the applicable Adobe Sales Order.

2.2 **Adobe Analytics – Premium Edition.** The terms included with the Adobe Analytics Standard Edition (described above) apply to the Adobe Analytics Premium Edition in addition to the following. The Adobe Analytics Premium Edition includes the following additional components and functionality.

- (a) **Reports.** This feature provides an application that connects to and queries data collected, stored and processed within the Adobe Analytics environment, providing interactive visual analysis and report development. Specific capabilities include data discovery, multi-dimensional analysis, dynamic segmentation, data visualization, visual alerting, system administration and other capabilities for data-driven business professionals.
- (b) **Flexible and Secure Access Control.** Using this feature, Customer can authorize access requests from system components and access control settings via standards-based Public Key Infrastructure. Public Key Infrastructure is a security management system designed to manage digital certificates for the secure exchange of electronic information, including Lightweight Directory Access Protocol infrastructure support.
- (c) **External Data Access.** This feature provides an exposed API, enabling data access by any third-party system.
- (d) **Universal Data Loading.** This feature enables the flexible, extensible, continuous and automated loading of data from data sources through structured flat files, XML files and via ODBC connectivity.
- (e) **Data Integration.** Using this feature, Customer can integrate external lookup table data containing a common key with available event data.
- (f) **Data Dimensionalization.** Using this feature, Customer can create flexible data schemas and complex fully-correlated dimensional model support.
- (g) **Metrics Algebra.** This feature enables the use of User defined calculations that can be applied and persisted across the correlated dimensional model.
- (h) **Ad Hoc Visual Query and Analysis.** This feature enables ad hoc, point-and-click query definitions and delivers immediate and incremental results in multiple graphical and tabular formats to help make complex information easier to understand.
- (i) **Dynamic Segmentation.** This feature enables the ad hoc definition, application, and export of segments and filters for any query definable against available multi-dimensional data.
- (j) **Ad Hoc Report Design.** This feature enables the point-and-click creation of detailed reports and the configuration of their scheduled output.
- (k) **Geographic Analysis.** This feature provides advanced globe/earth visualizations and related functionality to enable the geographic plotting of data.
- (l) **Digital Envoy Data Access.** This data is provided “AS IS” by Digital Envoy, Inc. and is updated on a periodic basis. The data service provides the following data fields to be plotted on a globe enabled by

Adobe Analytics Premium Edition: name, area code, ASN (Autonomous System Number), carrier, CBSA (Core Based Statistical Area), city, company, connection, country, CSA (Consolidated Statistical Area), DMA (Designated Market Area), domain, latitude, longitude, primary language, proxy name, region/state code, time zone and zip code.

- (m) **Query API.** This feature provides Customer a means to access Customer Data programmatically through an API, and to configure dashboards and other reporting applications that process Customer Data within the Query API. Customer is prohibited from using the Query API to configure applications for the purpose of distributing such applications to third parties.