1. **Additional Terms for Adobe Target.**

    1.1. **Definitions**

        1.1.1. **Adobe Target Server Call:** includes but is not limited to each page view, exit link, campaign container request, download, custom link, keyword search, refinement and navigation 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, campaign container requests, downloads, custom links, keyword searches, refinements and navigation links, and other events for purposes of accessing and using Adobe Target to collect data, optimize, and display targeted results. Each occurrence of the online events listed above will count as one (1) Adobe Target Server Call.

        1.1.2. **CPMM:** means the cost per million.

        1.1.3. **User:** means only employees of Customer who are authorized and designated by Customer to access the Digital Marketing Suite using a unique password and login ID, as provided exclusively by Adobe. Unless otherwise specifically limited in the Sales Order, User Passwords and Log-in ID's for Adobe Target shall be provided to Customer in an amount mutually agreed upon by Customer and Adobe. Customer acknowledges that each of its Users that access Adobe Target will be bound by the terms and conditions of use required of each such User upon log-in to Adobe Target.

    1.2. **Data Retention.** Unless otherwise specified herein or in the 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 Digital Marketing Cloud 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. **Product Capacity List.** Customer's use of Adobe Target is also subject to the limitations on capacity and usage described within the then current Product Capacity List. Customer shall be responsible for maintaining sufficient internet and telecommunication requirements in order to access and use the OnDemand Services.

    1.4. **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 the OnDemand Training Modules.

2. **Adobe Target Product Description.**

    2.1. **Adobe Target.** Adobe Target is a cloud-based digital marketing solution that provides Customer with a set of optimization and personalization applications, enabling Customer to optimize visitor interactions on its Customer Site(s) and leverage data to automate personalization. Adobe Target allows Customer to: (i) evolve data-driven personalization strategies from segment-based, to fully automated behavioral targeting; (ii) unify Customer and third-party data sets for a singular visitor profile; (iii) target and merchandise on-site search and navigation experiences; (iv) automate cross-selling and content suggestions; and (v) control, monitor, and optimize the performance of its personalization strategies through built-in testing. As further described in the Sales Order, Customer is charged for and is responsible for each "Adobe Target Server Call" to Adobe's servers. Customer shall have online access to performance reports for Adobe Target via an on-demand reporting system, which may be accessed via discrete log-in(s) and password(s). Adobe Target also incorporates SiteCatalyst custom variables into Adobe Target components (see below) by making a request to Adobe's servers and transmitting such data which facilitates segmentation, targeting and metrics-based search results ranking within Adobe Target. Adobe Target shall include the following components and functionality:

        •   **Adobe Test&Target.** Adobe Test&Target provides the Customer with   an optimization and rules-based targeting application that allows Customer to specify content for testing and/or targeting onto certain portions of the Customer Site(s). Adobe Test&Target allows for Customer Content options to be served within specified locations within the Customer Sites at Customer's discretion. When the pages of the Customer Sites are displayed on a visitor's browser, the pages communicate with content servers via an

"Mbox". Adobe Test&Target allows Customer to manage the visitor pool so as to divide Customer's traffic into testing groups, to manage the testing groups, and to track success of a given content option. Adobe Test&Target allows Customer to perform A/B/n split tests, multivariate tests, and targeted campaigns for content delivery to specific groups of visitors. Tests can include steps for funnel analysis, segment filters for analysis of test performance for different groups of visitors, multiple conversion points, and targeting criteria so that only specific segments of traffic are exposed to the test. Targeting criteria can include URLs, URL parameters, and behavioral information defined by Customer and captured by Test&Target's anonymous user profile.

- **Adobe Test&Target 1:1.** Adobe Test&Target 1:1 provides Customer with the ability to collect anonymous behavioral information for the Customer Site(s) and to dynamically serve Customer Content to visitors of the Customer Site(s) according to discrete profiles compiled by Adobe in accordance with individual visitor usage patterns. For the Customer Site(s), Customer will provide Customer Content for each distinct and unique location (each, an Mbox)) on a web page where a campaign has been identified by Customer, and the Customer Content for each Mbox will then be dynamically served by Adobe Test&Target 1:1. Given the available set of Customer Content for each Mbox and all information that Adobe Test&Target 1:1 has collected about visits to the Customer Site(s), the Customer Content determined by Adobe to maintain the highest expected success rate will be selected for display. Adobe Test&Target 1:1 is designed to maximize one or more of the following: click-through, sales, success events, and revenue.

- **Adobe GeoTargeting.** Adobe Test&Target GeoTargeting allows Customer to use the specific geographic location of a particular visitor (country, state, city, dma, zip) in order to deliver relevant experiences based on that location. Adobe Test&Target GeoTargeting utilizes IP address lookups to determine a visitor's location and eliminates the complexity of incorporating geographic relevance into its testing and targeting strategies.

- **Adobe Recommendations.** Adobe Recommendations provides Customer with the ability to create, manage, and automate the display of product and/or content recommendations for the specific websites, mobile websites and mobile applications within the Customer Site(s) that are designated for use in connection with Adobe Recommendations. Such product and/or content recommendations are generated by proprietary algorithms that make use of collective, historical on-site visitor data including product or content viewing, searching and purchasing activity, combined with information provided by a first-party cookie. Adobe Recommendations algorithms may be configured to include or exclude certain products or content based on business factors such as price, inventory, category and/or date range.

- **Adobe Search&Promote.** Adobe Search&Promote is an application that provides the Customer with website search and navigation functionality, including an index of certain pages of the Customer Site(s) and/or product catalog feeds, as designated by Customer. Customer administers and may customize the website visitor's search and navigation experience, and may optimize search-driven merchandising and promotional strategies, through a web-based console.

LRD: 2012.11.21 kjp