# Adobe PDM - Adobe Analytics (2015v1)

The Products and Services described in this PDM are either On-demand Services or Managed Services (as outlined below) and are governed by the General Terms, the Exhibit for On-demand and Managed Services, this PDM, and the applicable Sales Order.

| Section | Name of Products and Services | Type of Service |
|---|---|---|
| Section 1 | Adobe Analytics | **On-demand Services** |
| Section 2 | Adobe Analytics—Mobile Apps | **On-demand Services** |
| Section 3 | Adobe Analytics Premium—Attribution | Includes-<br><br>• **On-demand Services:** Adobe Analytics and Adobe Analytics—Mobile Apps<br>• **Managed Services:** Data Workbench (25% data capacity), including Algorithmic Attribution |
| Section 4 | Adobe Analytics Premium—Predictive Intelligence | Includes-<br><br>• **On-demand Services:** Adobe Analytics, Adobe Analytics—Mobile Apps, Live Stream dashboards, Live Stream triggers, and Contribution Analysis<br>• **Managed Services:** Data Workbench (25% data capacity) |
| Section 5 | Adobe Analytics Premium—Customer 360 | Includes-<br><br>• **On-demand Services**: Adobe Analytics, Adobe Analytics—Mobile Apps, and Customer Attributes<br>• **Managed Services**: Data Workbench (25% data capacity) |
| Section 6 | Adobe Analytics Premium Add-ons | • **On-demand Services:** Predictive Intelligence Add-on and Customer 360 Add-on<br>• **Managed Services:** Attribution Add-on |
| Section 7 | Adobe Analytics Premium—Complete | Includes-<br><br>• **On-demand Services:** Adobe Analytics, Adobe Analytics—Mobile Apps, Live Stream dashboards, Live Stream triggers, Live Stream data, Customer Attributes, and Contribution Analysis<br>• **Managed Services:** Data Workbench (including Algorithmic Attribution) |
| Section 8 | Adobe Analytics Premium—Data Workbench Capacity Pack Add-ons | **Managed Services** |
| Section 9 | Adobe Analytics—Video Analytics | **On-demand Services** |

**Adobe Analytics – Product Specifications**

1.   **Adobe Analytics**

   1.1   **License Metrics.** Adobe Analytics is licensed per-Primary Server Call, per-Secondary Server Call, or both.

   1.2   **Description.** Adobe Analytics is an On-demand Service and includes the following capabilities.

      (a)   **Marketing reports and analytics.**

(i) **Reports**. Adobe provides many reports such as: Pages, Search Terms, and Site Sections. Each Report may contain up to 500,000 unique values or data elements per month.

(ii) **Multi-Site Roll-up Report Suites**. 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 Report Suites include data from up to 200 Report Suites, updated daily.

(iii) **Data Sources**. This feature allows Customer to import data from its internal data stores into the Adobe Analytics platform. For purposes of this feature, 1 row of data imported represents and is equivalent (for billing purposes) to 1 Primary Server Call and will be charged in accordance with the Primary Server Call rate set forth in the applicable Adobe Sales Order.

(iv) **Props.** This feature allows Customer to determine the amount of traffic that a certain dimension of the Customer Site has received, and can be used to report on paths through such site. Props do not persist beyond a page. This feature is limited to 75 Props per Report Suite.

(v) **eVars.** This feature allows Customer to determine which dimension of the Customer Site has contributed the most to a Success Event. This feature is limited to 100 eVars per Report Suite.

(vi) **Events**. This feature allows Customer to mark a point on the Customer Site in which a successful conversion event occurs. This feature is limited to 1,000 Events per Report Suite.

(b) **Ad hoc analysis**. This capability 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. Each Report may contain up to 500,000 unique values or data elements per month.

(c) **Report builder**. This capability 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 capability is limited to 10 Scheduled Reports run concurrently per login ID, and the same login ID may not be used by more than 1 individual at a discrete moment in time.

(d) **Data Insertion Application Programming Interface (API).** Using this feature, Customer can insert Customer Data programmatically through a web services-based API. For purposes of this feature, each row of data inserted through the API represents and is equivalent (for billing purposes) to 1 Primary Server Call and will be charged in accordance with the Primary Server Call rate set forth in the applicable Adobe Sales Order.

(e) **Customer Attributes.** The Customer Attributes feature allows Customer to enrich Customer Data with external consumer attribute data, such as customer loyalty level or lifetime value. This feature is limited to 3 attributes.

(f) **Contribution Analysis**. The Contribution Analysis feature allows Customer to identify contributing factors for changes in trended data and anomalies. This feature is subject to the following limitations:

(i) Contribution Analysis is limited to analysis of 3 dimensions;

(ii) Contribution Analysis does not support analysis of calculated metrics;

(iii) Contribution Analysis is limited to analysis of the top 50,000 dimension items per dimension of the available 500,000 unique values or data elements per month; and

(iv) Only 1 Contribution Analysis may be run per Report Suite per On-demand User at a time.

(g) **Adobe Mobile Services.** This capability allows for the collection of data and reporting on mobile applications. Reports include Usage, Retention, and Cohort. Adobe Mobile Services is subject to the same limits listed above in 1.2 (a)-(f).

(i) **Compliance with Operating System Program Terms.** If Customer uses the Adobe Mobile Services capability, Customer is responsible for complying with all applicable laws, application store terms, program terms, and developer guidelines of the applicable operating system provider. For example, the operating system providers may have program terms requiring the consent of the consumer of the mobile app for the transmission of "PUSH" notifications within a mobile smartphone application or for the use of geo-location capabilities.

## 2. Adobe Analytics—Mobile Apps

2.1 **License Metrics.** Adobe Analytics—Mobile Apps is licensed per-Primary Mobile Server Call, per-Secondary Mobile Server Call, or both.

2.2 **Description.** This offering allows for the collection of data and reporting on mobile applications. Reports include Usage, Retention, and Cohort. Adobe Analytics—Mobile Apps entitles Customer to the same capabilities as Adobe Analytics described above in section 1 as well as the Acquisition, Messaging, and Location/points of interest features. Adobe Analytics—Mobile Apps is subject to the same limits listed above in section 1.2 (a)-(f). Adobe Analytics—Mobile Apps is an On-demand Service.

    (a) **Compliance with Operating System Program Terms.** Customer is responsible for complying with all applicable laws, application store terms, program terms, and developer guidelines of the applicable operating system provider. For example, the operating system providers may have program terms requiring the consent of the consumer of the mobile app for the transmission of "PUSH" notifications within a mobile smartphone application or for the use of geo-location capabilities.

## 3. Adobe Analytics Premium—Attribution

3.1 **License Metrics.** Adobe Analytics Premium—Attribution is licensed per-Primary Server Call, per-Secondary Server Call, or both.

3.2 **Description.** Adobe Analytics Premium—Attribution includes all of the capabilities of Adobe Analytics described above in section 1 (except as enhanced below in 3.2(b)), Adobe Analytics—Mobile Apps described above in Section 2, plus 25% Data Workbench, including Algorithmic Attribution. Customer is limited to bringing 25% of their annual Server Call committed volume into Data Workbench at any one time. The default set-up is the last 3 rolling months of volume pertaining to the primary Report Suite; Customer may further customize the dataset by bringing in additional online and offline volumes while holding to the 25% capacity limit, but this customization will require the purchase of additional consulting services. Adobe Analytics and Adobe Analytics—Mobile Apps capabilities are On-demand Services, and Data Workbench capabilities, including Algorithmic Attribution, are Managed Services.

    (a) **Algorithmic Attribution.** The Algorithmic Attribution feature uses statistics and machine learning to determine the impact of each marketing touch along a visitor's journey towards conversion. Using a model with logistic regression, Customer can estimate the incremental number of purchases that can be attributed to a given marketing channel by understanding the differences between visitors that convert versus those that do not.

    (b) **eVars.** This feature allows Customer to determine which dimension of the Customer Site has contributed the most to a Success Event. This feature is limited to 250 eVars per Report Suite.

## 4. Adobe Analytics Premium—Predictive Intelligence

4.1 **License Metrics.** Adobe Analytics Premium—Predictive Intelligence is licensed per-Primary Server Call, per-Secondary Server Call, or both.

4.2 **Description.** Adobe Analytics Premium—Predictive Intelligence includes all of the capabilities of Adobe Analytics described above in section 1 (except as enhanced below in 4.2(d)), Adobe Analytics—Mobile Apps described above in Section 2, plus 25% Data Workbench (excluding the Algorithmic Attribution feature), and the Live Stream dashboards, Live Stream triggers, and Contribution Analysis features. This offering does not include Live Stream data. Customer is limited to bringing 25% of their annual Server Call committed volume into Data Workbench at any one time. The default set-up is the last 3 rolling months of volume pertaining to the primary Report Suite; Customer may further customize the dataset by bringing in additional online and offline volumes while holding to the 25% capacity limit, but this customization will require the purchase of additional consulting services. Adobe Analytics and Adobe Analytics—Mobile Apps capabilities, Live Stream dashboards, Live Stream triggers, and Contribution Analysis features are On-demand Services. Data Workbench capabilities are Managed Services.

    (a) **Live Stream dashboards**. The Live Stream dashboards feature allows Customer to access summarized views of activities occurring in-session on Customer Site(s). This feature is subject to the following limitation: Customer is required to engage Adobe Consulting Services for use of this feature.

    (b) **Live Stream triggers**. The Live Stream triggers feature provides a programmatic notification of an event on a visitor by visitor basis (e.g., cart abandonment or form submission). This feature is subject to the following limitation: Customer is required to engage Adobe Consulting Services for use of this feature.

(c) **Contribution Analysis**. The Contribution Analysis feature allows Customer to identify contributing factors for changes in trended data and anomalies. This feature is subject to the following limitations:

   (i)   Contribution Analysis does not support analysis of calculated metrics;

   (ii)  Contribution Analysis is limited to analysis of the top 50,000 dimension items per dimension of the available 500,000 unique values or data elements per month; and

   (iii) Only 1 Contribution Analysis may be run per Report Suite per On-demand User at a time.

(d) **eVars.** This feature allows Customer to determine which dimension of the Customer Site has contributed the most to a Success Event. This feature is limited to 250 eVars per Report Suite.

## 5. Adobe Analytics Premium—Customer 360

5.1   **License Metrics.** Adobe Analytics Premium—Customer 360 is licensed per-Primary Server Call, per-Secondary Server Call, or both.

5.2   **Description.** Adobe Analytics Premium—Customer 360 includes all of the capabilities of Adobe Analytics described above in section 1 (except as enhanced below in 5.2(b)), Adobe Analytics—Mobile Apps described above in section 2, 25% Data Workbench (excluding the Algorithmic Attribution feature), and the Customer Attributes feature. Customer is limited to bringing 25% of their annual Server Call committed volume into Data Workbench at any one time. The default set-up is the last 3 rolling months of volume pertaining to the primary Report Suite; Customer may further customize the dataset by bringing in additional online and offline volumes while holding to the 25% capacity limit, but this customization will require the purchase or additional consulting services. Adobe Analytics and Adobe Analytics—Mobile Apps capabilities, and the Customer Attributes feature are On-demand Services. Data Workbench capabilities are Managed Services.

(a) **Customer Attributes.** The Customer Attributes feature allows Customer to enrich Customer Data with external consumer attribute data, such as customer loyalty level or lifetime value. This feature is limited to 200 attributes per Report Suite.

(b) **eVars.** This feature allows Customer to determine which dimension of the Customer Site has contributed the most to a Success Event. This feature is limited to 250 eVars per Report Suite.

## 6. Adobe Analytics Premium Add-ons

6.1   **License Metrics**. Adobe Analytics Premium Add-ons are licensed per-Primary Server Call, per-Secondary Server Call, or both.

6.2   **Description**. These add-ons may only be added to the Adobe Analytics Premium—Attribution, the Adobe Analytics Premium—Predictive Intelligence, or the Adobe Analytics Premium—Customer 360 offerings above in sections 3, 4, and 5. The Live Stream dashboards, Live Stream triggers, Customer Attributes, and Contribution Analysis features described below are On-demand Services, and the Algorithmic Attribution feature is a Managed Service.

(a) **Adobe Analytics Premium Add-on—Attribution.** This add-on allows Customer to utilize the Algorithmic Attribution feature in Data Workbench. The Algorithmic Attribution feature uses statistics and machine learning to determine the impact of each marketing touch along a visitor's journey towards conversion. Using a model with logistic regression, Customer can estimate the incremental number of purchases that can be attributed to a given marketing channel by understanding the differences between visitors that convert versus those that do not.

(b) **Adobe Analytics Premium Add-on—Predictive Intelligence.** This add-on allows Customer to utilize the Live Stream dashboards, Live Stream triggers, and Contribution Analysis features. The Live Stream dashboards feature allows Customer to access summarized views of activities occurring in-session on Customer Site(s). Live Stream triggers provides a programmatic notification of an event on a visitor by visitor basis (e.g., cart abandonment or form submission). Both Live Stream dashboards and Live Stream triggers features are subject to the following limitation: Customer is required to engage Adobe Consulting Services for use of these features. The Contribution Analysis feature allows Customer to identify contributing factors for changes in trended data and anomalies. This feature is subject to the following limitations: (i) Contribution Analysis does not support analysis of calculated metrics; (ii) Contribution Analysis is limited to analysis of the top 50,000 dimension items per dimension of the available 500,000 unique values or data elements per month; and (ii) Only 1 Contribution Analysis may be run per Report Suite per On-demand User at a time.

(c) **Adobe Analytics Premium Add-on—Customer 360.**  This add-on allows Customer to utilize the Customer Attributes feature.  The Customer Attributes feature allows Customer to enrich Customer Data with external consumer attribute data, such as such as customer loyalty level or lifetime value.  This feature is limited to 200 attributes per Report Suite.

7. **Adobe Analytics Premium⸺Complete**

7.1  **License Metrics.**  Adobe Analytics Premium—Complete is licensed per-Primary Server Call, per-Secondary Server Call, or both.

7.2  **Description.**  Adobe Analytics Premium—Complete includes Adobe Analytics, Adobe Analytics—Mobile Apps, Data Workbench (including Algorithmic Attribution), Live Stream dashboards, Live Stream triggers, Live Stream data, Customer Attributes, and Contribution Analysis.  Adobe Analytics, Adobe Analytics—Mobile Apps, Live Stream dashboards, Live Stream triggers, Live Stream data, Customer Attributes, and Contribution Analysis components of Adobe Analytics Premium—Complete are On-demand Services.  The Data Workbench (including Algorithmic Attribution) component of Adobe Analytics Premium—Complete is a Managed Service.  The terms set forth within the Adobe Analytics section 1 and Adobe Analytics—Mobile Apps in section 2 above all apply to Adobe Analytics Premium—Complete (except as enhanced below in 7.2(g)), in addition to the following terms.

(a) **Data Workbench.**  The Data Workbench capability included as part of Adobe Analytics Premium—Complete is 100% Data Workbench capacity which enables Customer to bring 100% of their annual Server Call committed volume into Data Workbench at any one time. The default set-up is the last 12 rolling months of volume pertaining to the primary Report Suite; Customer may further customize the dataset by bringing in additional online and offline volumes while holding to the 100% capacity limit, but this customization will require the purchase of additional consulting services.

(i) **Analysis**. 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.

(ii) **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.  For purposes of this feature, 1 row of data imported represents and is equivalent (for billing purposes) to 1 Primary Server Call and will be charged in accordance with the Primary Server Call rate set forth in the applicable Adobe Sales Order.

(iii) **Data Integration**. Using this feature, Customer can integrate external lookup table data containing a common key with available event data.

(iv) **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⸺Complete: 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.

(v) **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.

(vi) **Decision Trees.**  This feature allows Customer to evaluate visitor characteristics and relationships based on a specified positive use case and set of inputs.  Each decision tree may only contain up to 14 inputs at a time.

(vii) **Propensity Scoring**. This feature allows Customer to define visitors based on their possibility of a successful conversion or completion of a specified event.  This feature is subject to the following limitation: up to 50 inputs at a time.

(viii)**Algorithmic Attribution.**  The Algorithmic Attribution feature uses statistics and machine learning to determine the impact of each marketing touch along a visitor's journey towards conversion.  Using a model with logistic regression, Customer can estimate the incremental number of purchases that can be attributed to a given marketing channel by understanding the

differences between visitors that convert versus those that do not.

(b) **Live Stream dashboards.** The Live Stream dashboards feature allows Customer to access summarized views of activities occurring in-session on Customer Site(s). This feature is subject to the following limitation: Customer is required to engage Adobe Consulting Services for use of this feature.

(c) **Live Stream triggers**. The Live Stream triggers feature provides a programmatic notification of an event on a visitor by visitor basis (e.g., cart abandonment or form submission). This feature is subject to the following limitation: Customer is required to engage Adobe Consulting Services for use of this feature.

(d) **Live Stream data.** This feature allows Customer to stream Customer Data (or a subset of Customer Data) in-session.

(e) **Customer Attributes**. This feature allows Customer to enrich Customer Data with external consumer attribute data, such as customer loyalty level or lifetime value. This feature is limited to 200 attributes per Report Suite.

(f) **Contribution Analysis**. The Contribution Analysis feature allows Customer to identify contributing factors for changes in trended data and anomalies. This feature is subject to the following limitations:

(i) Contribution Analysis does not support analysis of calculated metrics;

(ii) Contribution Analysis is limited to analysis of the top 50,000 dimension items per dimension of the available 500,000 unique values or data elements per month; and

(iii) Only 1 Contribution Analysis may be run per Report Suite per On-demand User at a time.

(g) **eVars.** This feature allows Customer to determine which dimension of the Customer Site has contributed the most to a Success Event. This feature is limited to 250 eVars per Report Suite.

## 8. Adobe Analytics Premium—Data Workbench Capacity Pack Add-ons

8.1 **License Metrics.** Adobe Analytics Premium—Data Workbench Capacity Pack Add-ons are licensed per-Primary Server Call, per-Secondary Server Call, or both.

8.2 **Description.** Each Add-on described below is a Managed Service.

(a) **Adobe Analytics Premium Add-on— +25% Data Workbench Capacity Pack.** This add-on may only be added to the Adobe Analytics Premium—Attribution, the Adobe Analytics Premium—Predictive Intelligence, or the Adobe Analytics Premium—Customer 360 offerings above in sections 3, 4, and 5. This capability increases the amount of data Customer can bring into Data Workbench at any one time by an additional 25% of their annual Server Call committed volume. The default set-up is for an additional 3 rolling months of volume pertaining to the primary Report Suite; Customer may further customize the dataset by bringing in additional online and offline volumes while holding to the 25% capacity limit, but this customization will require the purchase of additional consulting services.

(b) **Adobe Analytics Premium Add-on— +100% Data Workbench Capacity Pack.** This add-on may only be added to the Adobe Analytics Premium—Complete offering above in section 7. This capability allows Customer to have the same tools available in Data Workbench, but increases the amount of data Customer can bring into Data Workbench at any one time by an additional 100% of their annual Server Call committed volume. The default set-up is for an additional 12 rolling months of volume pertaining to the primary Report Suite; Customer may further customize the dataset by bringing in additional online and offline volumes while holding to the 100% capacity limit, but this customization will require the purchase of additional consulting services.

(c) **Adobe Analytics Premium Add-on— +200% Data Workbench Capacity Pack**. This add-on may only be added to the Adobe Analytics Premium—Complete offering above in section 7. This capability allows Customer to have the same tools available in Data Workbench, but increases the amount of data Customer can bring into Data Workbench at any one time by an additional 200% of their annual Server Call committed volume. The default set-up is for an additional 24 rolling months of volume pertaining to the primary Report Suite; Customer may further customize the dataset by bringing in additional online and offline volumes while holding to the 200% capacity limit, but this customization will require the purchase of additional consulting services.

## 9. Adobe Analytics—Video Analytics

9.1 **License Metrics.** Adobe Analytics—Video Analytics is licensed per Primary Stream, per Secondary

Stream, or both.

9.2 **Description**. Adobe Analytics—Video Analytics allows Customer to measure videos on Customer Site(s) and provides metrics for both video content and ad content including the following: starts, time spent, and completes. Customer will be charged for each Primary Stream, Secondary Stream (or both) in accordance with the rates set forth in the applicable Adobe Sales Order.

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**Adobe Analytics—Product Specific Licensing Terms (additional terms for Managed Services offerings)**

10. **Pre-Production Phase.** During the Pre-Production Phase, Customer is responsible for:

10.1 creating a Runbook and providing such Runbook to Adobe for review;

10.2 obtaining Adobe's written approval of such Runbook; and

10.3 the completeness and accuracy of the Runbook, including the listing of all Customer Customizations in such Runbook.

11. **Production Phase.** During the Production Phase, Customer may not make customizations to the Managed Services. If Customer desires to make any customizations to the Managed Services once the Managed Services are in the Production Phase, the following will apply:

11.1 Customer will request that Adobe launch a cloned staging server, implement such customizations, and request that such customizations be reviewed and approved by the CAB.

11.2 The Managed Services will then revert back to the Pre-Production Phase in connection with such customizations on such cloned server.

11.3 Adobe will continue to simultaneously run the Managed Services in the Production Phase while such customizations are in the Pre-Production Phase.

12. **Customer Customizations.**

12.1 Adobe will not be responsible for any defect or failure in the Managed Services caused by Customer Customizations or by Customer's failure to meet obligations in section 10 (Pre-Production Phase).

12.2 Customer is solely responsible for all security testing of Customer Customizations, and Adobe has no obligation in connection with any failure or defect caused by Customer Customizations or Customer's failure to meet the obligations in section 10 (Pre-Production Phase).

13. **Development Partners.** In addition to the obligations set forth in Section 4 of the General Terms,

13.1 Adobe may deny access to any Development Partner it deems is adversely impacting the Managed Services or other Managed Services Users; and

13.2 If, during the term of this Agreement, Customer learns that the Development Partner is, has become, or plans on becoming a direct competitor of Adobe for the Managed Services purchased herein, then Customer will immediately terminate the Development Partner's access to the Managed Services and any other Confidential Information of Adobe.

14. **Data Retention for Managed Services**. Customer Data may be permanently deleted from Adobe's servers 25 months from the date of its collection or receipt.

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15. **Additional Terms.**

15.1 **Support.** Adobe provides 24x7x365 unlimited access to Adobe Client Care for a maximum of 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.

16. **Additional Definitions.** Unless otherwise defined herein, capitalized terms will have the meanings ascribed to them in the corresponding Adobe General Terms or the Exhibit for On-demand and Managed Services.

16.1 "**CAB**" means the Change Advisory Board, a panel of Adobe employees who may be engaged (at Adobe's option) to approve any changes requested by Customer and/or the Development Partner to the Managed Services in the Production Phase.

16.2 "**CPMM**" means cost per million.

16.3    "**Customer Customizations**" means the customizations made to the Managed Services by Customer, the Development Partner, or both, during the Pre-Production Phase. Customer Customizations do not constitute Indemnified Technology.

16.4    "**Development Partner**" means a third party systems integrator who has rights to access and customize the Managed Services during the Pre-Production Phase as a result of such party's relationship with or connection to Customer.

16.5    "**Pre-Production Phase**" means the period of time before the Production Phase in which Customer or Development Partner (A) may customize and test the components and features of the Managed Services for the purpose of evaluating potential configurations of the Managed Services; (B) may conduct quality testing of those configurations by performing bug elimination, simulations, and integration with other Customer systems; and (C) creates a Runbook and obtains Adobe's written approval of such Runbook.

16.6    "**Production Phase**" means the period of time when Managed Services Users use the Managed Services (A) on Customer Sites; or (B) for its internal operations.

16.7    "**Primary Mobile Server Call**" means each screen view, track call, or other event on the Customer Site(s) to the extent that Customer tags, allows to be tagged, or causes to be tagged such screen views, track call, or other events for purposes of accessing and using Adobe Analytics—Mobile Apps. Each tagged screen view, track call, or other event will be counted as one Primary Mobile Server Call. Each row of data imported from offline sources will be counted as one Primary Mobile Server Call, as further described herein.

16.8    "**Primary Server Call**" means each page view, exit link, download, customer 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. Each row of data imported from offline sources will be counted as one Primary Server Call, as further described herein.

16.9    "**Primary Stream**" means each Stream to the extent that Customer tags, allows to be tagged, or causes to be tagged such Stream.

16.10   "**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.

16.11   "**Runbook**" means a document written by Customer, the Development Partner, or both, that provides Adobe with a list of the Customer Customizations and configurations Customer, the Development Partner, or both, made to the Managed Services. Such list is intended to assist Adobe in running and supporting the Managed Services in the Production Phase.

16.12   "**Secondary Mobile Server Call**" means each duplicate screen view, track call, 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).

16.13   "**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).

16.14   "**Secondary Stream**" means each duplicate Stream to the extent 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).

16.15   "**Stream**" means each single video playback (including ads) on Customer Site(s) through a 30 minute interval, or if video is completed or abandoned in less than 30 minutes, the shorter interval.