SALESFORCE AUDIENCE STUDIO AND SALESFORCE DATA STUDIO PREMIER+
SUCCESS PLAN
for Salesforce Audience Studio and Salesforce Data Studio*

General. If purchased, the Premier+ Success Plan will be provided to Customer’s Users in accordance with this description for those Services currently branded as “Salesforce Audience Studio” and/or “Salesforce Data Studio” (collectively, “Covered Services”). This Premier+ Success Plan does not apply to any other products or services provided by Salesforce. Users can submit cases over the Web or by telephone. Salesforce (or “SFDC”) will use commercially reasonable efforts to promptly respond to each case, and will use commercially reasonable efforts to promptly resolve each case. Actual resolution time will depend on the nature of the case and the resolution. A resolution may consist of a fix, workaround or other solution in SFDC’s reasonable determination.

Premier+ Success Plans must be purchased for all subscriptions of Covered Services in any given instance of the Covered Services. Therefore, Customer may incur additional Premier+ Success Plan charges as new subscriptions for included products are added to its instance of the Covered Services. See link in footer below for a full list of included and excluded products. Additionally, only one level of support can be associated with a given instance at any one time. For example, a customer cannot have Premier and Premier+ Success support within the same instance.

For clarity, the Premier+ Success Plan does not include implementation of the Covered Services. The Premier+ Success Plan is for ongoing support and administration of the Covered Services after the Covered Services have been implemented.

Designated Contacts. “Designated Contacts” are Users Customer identifies as primary liaisons between Customer and SFDC for technical support. Customer shall identify and maintain at least one (1) Designated Contact.

Customer’s Designated Contacts shall be responsible for:
1. submitting and/or approving, on behalf of Customer, any account level requested changes/updates,
2. developing and deploying troubleshooting processes within Customer’s organization,
3. resolving password reset, username and lock out issues for Customer, and
4. requesting Accelerators and Admin Assist services.

Customer shall ensure that Designated Contacts:
A. are knowledgeable about the applicable Services in order to help resolve, and to assist SFDC in analyzing and resolving technical issues, and
B. have a basic understanding of any problem that is the subject of a case, and the ability to reproduce the problem in order to assist SFDC in diagnosing such problem.

Telephone Support. Telephone support in English is available 24 hours a day, seven days a week. Telephone support is currently available in French (CET), German (CET), and Spanish (CLT) 9am-6pm. Telephone support may be provided by a third party translation service engaged by SFDC. Customer may inquire regarding support in other languages.

Main toll-free Customer Support telephone numbers are as follows:
- US toll-free: 866.767.0701
- UK toll-free: 808-101-7081
- AUS toll-free: 1 800 203 823

A complete list of Customer Support telephone numbers, including contact information for support in additional languages, is available at: Contact Us. If there is no Premier/Premier+ support number listed specifically for the Covered Services, Users may call the Marketing Cloud Premier/Premier+ number for the applicable region.

Submitting a Case. Users may submit a case as follows:
- By emailing case details to help@krux.com with the request subject and issue description; or
- After logging in to the Covered Services application, Users may click “Help”, then “Submit a request”, then

*Click here for full list of included and excluded products
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provide the requested information and click “Submit.”

For each case submitted in the manner as set forth above, Users will be asked to provide the Customer name and the User’s contact information. Each case will be assigned a unique case number.

For Severity Level 1 issues (as defined below), Users must call Customer Support at the telephone numbers listed above.

Severity Levels. Issues will be categorized and handled according to an assigned severity level (hereinafter, “Severity Level”). Where the case Severity Level is selected by the User at time of case submission, it will be updated by SFDC as follows:

<table>
<thead>
<tr>
<th>Severity Level</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level 1 – Critical</td>
<td>Critical production issue affecting all Users, including system unavailability and data integrity issues with no workaround available. For the Covered Services, examples include system outage or dysfunctional code with detrimental site impact, excluding tags fired via SuperTag.</td>
</tr>
<tr>
<td>Level 2 – Urgent</td>
<td>Major functionality is impacted or performance is significantly degraded. Issue is persistent and affects many Users and/or major functionality. No reasonable workaround is available. Also includes time-sensitive requests such as requests for feature activation or a data export. For the Covered Services, examples include partner activation failure in DMP UI, import and/or export failure, or application performance has degraded and one or more screens is unresponsive.</td>
</tr>
<tr>
<td>Level 3 – High</td>
<td>System performance issue or bug affecting some but not all Users. Short-term workaround is available, but not scalable. For the Covered Services, examples include bug or issue impacting business outside of live campaigns and partner activation such as extended segment processing times and reporting, delivery and/or segment population discrepancies.</td>
</tr>
<tr>
<td>Level 4 – Medium</td>
<td>Inquiry regarding a routine technical issue; information requested on application capabilities, navigation, installation or configuration; bug affecting a small number of users. Reasonable workaround available. Resolution required as soon as reasonably practicable. For the Covered Services, examples include non-business impacting and/or general requests such as integrations, 3rd party activation, media tag creation/QA, new imports/exports, and product guidance.</td>
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</tbody>
</table>

Target Initial Response Time. SFDC will use commercially reasonable efforts to respond to each case within the applicable response time described in the table below, depending on the Severity Level set on the case.

<table>
<thead>
<tr>
<th>Target Initial Response Time by Case Severity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Severity Level</td>
</tr>
<tr>
<td>----------------</td>
</tr>
<tr>
<td>1</td>
</tr>
<tr>
<td>2</td>
</tr>
<tr>
<td>3</td>
</tr>
<tr>
<td>4 and Developer Support and Admin Assist cases</td>
</tr>
</tbody>
</table>

1 Severity Level 1 target initial response times are 24x7, including weekends and holidays. Severity Level 1 cases must be submitted via telephone as described above. Severity Level 1 target initial response times do not apply to cases submitted via email or the help portal.

2 Severity Level 2, 3, and 4 target initial response times include local business hours only and exclude weekends and holidays.

Reproducible errors that cannot promptly be resolved will be escalated to appropriate SFDC resources for further investigation and analysis.

*Click [here](#) for full list of included and excluded products*
Cooperation. SFDC must be able to reproduce errors in order to resolve them. Customer agrees to cooperate and work closely with SFDC to reproduce errors, including conducting diagnostic or troubleshooting activities as requested and appropriate. Also, subject to Customer’s approval on a case-by-case basis, Users may be asked to provide remote access to their instance of the Covered Services and/or desktop system for troubleshooting purposes.

Escalation Matrix. The table below outlines the escalation contacts available to Customer, as necessary.

<table>
<thead>
<tr>
<th>Level</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st Level</td>
<td>Manager, Support for the Covered Services</td>
</tr>
<tr>
<td>2nd Level</td>
<td>Director, Support for the Covered Services</td>
</tr>
<tr>
<td>3rd Level</td>
<td>VP, Support for the Covered Services</td>
</tr>
</tbody>
</table>

Success Programs. Premier+ Success Plan customers may participate in Success Programs. Success Programs may include access to Premier Webinars, Premier Chatter Groups, and Premier Content. Success Programs may be limited to English and are subject to change without notice in SFDC’s sole discretion. Online content may be accessed only via websites designated by SFDC.

Success Program materials are Confidential Information of SFDC and may not be copied, modified, disclosed or distributed to anyone other than Customer’s Users entitled to receive the Premier+ Success Plan. Success Programs do not include implementation services, response time commitments for questions asked in Chatter Groups, or any warranty on content posted in Chatter Groups. SFDC retains ownership of all intellectual property rights posted and provided in the Success Programs and reserves all rights in the content not expressly granted to the Customer.

Success Manager. This Premier+ Success Plan includes access to Success Managers. Success Managers are product and market experts who engage with Customers to assist with Salesforce product adoption and utilization, including sharing advice and guidance related to optimizing Customer’s ongoing use of Salesforce. Customer is responsible for evaluating any advice or guidance received from SFDC and for implementing any such advice and guidance.

Developer Support. Developer Support is included in the Premier+ Success Plan. Developer Support for Covered Services does not include creation, editing, manipulation, or deletion of code, nor does it include in-depth code analysis or debugging. Developer Support for the Covered Services is available only in English. Any API code SFDC provides is confidential and proprietary to SFDC. SFDC retains all right, title and interest in any such API code and grants Customer a worldwide, perpetual, non-exclusive, non-transferable, royalty-free license to copy, maintain, use, modify and run (as applicable) solely for its internal business purposes associated with its use of SFDC’s online and offline services such API code. Any such API code is provided as is and without warranty of any kind, whether express, implied, statutory or otherwise and SFDC specifically disclaims all implied warranties, including any implied warranty of merchantability, fitness for a particular purpose or non-infringement, to the maximum extent permitted by applicable law. Developer Support cases are assigned Severity Level 4.

Admin Assist (aka Configuration Services). SFDC will perform the configuration functions listed in the Help website, accessible via help.salesforce.com or login to the applicable Covered Service, upon request and as available by product. SFDC administrators will work in tandem with the Customer’s Designated Contacts to execute the Admin Assist Cases based on Customer’s design specifications. Customer is responsible for gathering business and functional requirements, design specifications, change management approvals, and documentation of configuration, and for designing and/or delivering training materials. Customer’s Designated Contact(s) will act as Customer’s sole contact(s) for submitting Admin Assist cases on behalf of Customer. Admin Assist cases are assigned Severity Level 4.

The Premier+ Success Plan does not include implementation of any Covered Services, data migrations, data management or manipulation (de-duping, merging, cleansing), software installs/uninstalls/customization, or creation and implementation of custom code. Admin Assist are available only in English.

*Click here for full list of included and excluded products
Excluded Items. The Premier+ Success Plan does not include:

- Assistance with password resets. Users should click the “Forgot your password?” link on the login page or contact their system administrator;
- Assistance with usernames. For assistance with usernames, Users should contact their system administrator;
- Assistance with non-Covered Services products, services or technologies, including implementation, administration or use of third-party enabling technologies such as databases, computer networks or communications systems;
- Assistance with any Marketplace, AppExchange or HubExchange applications, whether authored by SFDC or a third party;
- Assistance with installation or configuration of hardware, including computers, hard drives, networks or printers; or
- Creation or testing of custom code, including SQL queries and AMPscript, except as provided under Developer Support.

Changes to Premier+ Success Plan. SFDC may modify the Premier+ Success Plan from time to time, provided the level of service under the plan will not materially decrease during a subscription term.