GENERAL
The Standard Success Plan will be provided to Customer’s Users at no additional charge for those Services currently branded as “Salesforce Audience Studio” and/or “Salesforce Data Studio” (collectively, “Covered Services”). This Standard Success Plan does not apply to any other products or services provided by Salesforce (or “SFDC”). Support is available on weekdays, excluding holidays, during local business hours. For Severity Level 1 issues only, Users must call Customer Support. For Severity Levels 2-4, Users must submit cases as described below. Upon case submission, Users will be asked to provide their company name, contact information and case details, and each case will be assigned a unique case number. A Salesforce Support Representative will use commercially reasonable efforts to call or e-mail the User within two (2) business days 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 Salesforce’s reasonable determination.

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 provide the requested information and click “Submit.”

For Severity Level 1 issues, Users must call Customer Support.

SEVERITY LEVEL 1 TELEPHONE SUPPORT
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 standard support number listed specifically for the Covered Services, Users may call the Marketing Cloud standard support number for the applicable region.

Telephone support is available in English 24 x 7 for Severity 1 issues.

REPRODUCING ERRORS
Salesforce must be able to reproduce errors in order to resolve them. Customer agrees to cooperate and work closely with Salesforce to reproduce errors, including conducting diagnostic or troubleshooting activities as reasonably 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 account and/or desktop system for troubleshooting purposes.

ESCALATION / SEVERITY LEVELS
Reproducible errors that cannot promptly be resolved will be escalated to higher support tiers for further investigation and analysis. Issues will be generally categorized and handled according to an assigned severity level, as follows:

<table>
<thead>
<tr>
<th>Severity Level</th>
<th>Description and Examples</th>
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<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>
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<tr>
<td>Level 2 – Urgent</td>
<td>Major functionality is impacted or significant performance degradation is experienced. Issue is persistent and affects many users and/or major functionality. No reasonable workaround 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>
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Level 3 – High
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.

Level 4 – Medium
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.

EXCLUDED ITEMS
The Standard Success Plan does not include any of the following:
- Assistance with password resets. Users should click the “Forgot your password?” link on the login page or contact their system administrator;
- Assistance with username. Users should contact their system administrator;
- Assistance with lockouts due to incorrect login attempts. Users should contact their system administrator to unlock the account, or wait for the lockout period to expire;
- Assistance in developing User-specific customizations;
- Assistance with non-SFDC products, services or technologies, including implementation, administration or use of third-party enabling technologies such as databases, computer networks or communications systems;
- Assistance with AppExchange applications, whether authored by salesforce.com, Customer or a third party; or
- Assistance with installation or configuration of hardware, including computers, hard drives, networks or printers.

CHANGES TO STANDARD SUCCESS PLAN
This Standard Success Plan has been updated on March 1, 2018 and supersedes any pre-existing standard plans offered by Salesforce for the Covered Services. Salesforce may change its Standard Success Plan from time to time in its sole discretion.