MARKETING CLOUD AND SALESFORCE PARDOT STANDARD SUCCESS PLAN

for Salesforce Marketing Cloud Services *(ExactTarget, Predictive Intelligence, Social Studio, Advertising Studio, and Radian6)* and for Salesforce Pardot.

GENERAL
The Standard Success Plan will be provided to Customer's Users at no additional charge for those Salesforce Marketing Cloud Services currently branded as “ExactTarget”, “Predictive Intelligence”, “Social Studio”, “Advertising Studio”, and “Radian6”, (collectively, the “Marketing Cloud Services”) and Salesforce’s Services branded as “Salesforce Pardot”, (collectively, Salesforce Pardot and the Marketing Cloud Services are referred to herein as “Covered Services”). This Standard Success Plan does not apply to any other products or services provided by Salesforce. 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 over the Web via Help & Training portal. 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 log a case as follows:

**Customers with Subscriptions to Marketing Cloud Services: ExactTarget, Predictive Intelligence and/or Advertising Studio**

For customers with subscriptions to Marketing Cloud Services: ExactTarget, Advertising Studio and Predictive Intelligence, Users may submit a case by using the Help & Training portal in the SFDC application, as follows:

- After logging in to the SFDC application, Users may click “Help & Training”, then “Contact Support”, and “Open a Case”, then provide the requested information and click “Submit.”

**Customers with Subscriptions to Marketing Cloud Services: Social Studio or Radian6**

For customers with subscriptions to Marketing Cloud Services branded as “Social Studio” or “Radian6”, Users may submit a case by emailing case details to: marketingcloudpremi@salesforce.com.

**Customers with Subscriptions to Salesforce Pardot Services**

For customers with subscriptions to Salesforce Pardot Services and Marketing Cloud Services, Users with access to Marketing Cloud Services may submit a case in the manner as set forth above for Marketing Cloud Services.

For customers with subscriptions to Salesforce Pardot and Salesforce subscriptions branded as Force.com, Sales Cloud, and/or Service Cloud, (“Salesforce Services”), Users with access to Salesforce Services may submit a case as follows:

- After logging in to the SFDC application, Users may click “Help & Training”, then “Contact Support”, and “Open a Case”, then provide the requested information and click “Submit”

For Salesforce Pardot customers and their Users without a Salesforce Services subscription or Marketing Cloud subscription, Users may submit a case by Salesforce Pardot’s case submission form as follow:

- After navigating to Salesforce Pardot’s “How do I contact Pardot Support” Knowledge Article, Users may access Salesforce Pardot’s online case submission Form.

**For Severity Level 1 issues for all Covered Services, 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

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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</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.</td>
</tr>
<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.</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.</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.</td>
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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 June 12, 2017 and, in the case of Marketing Cloud Services, supersedes pre-existing standard plans, and in the case of Salesforce Pardot Services, supersedes any pre-existing plans, except with respect to Salesforce Pardot customers that have purchased Pardot Enterprise Success Plan, such plan shall remain in effect for such customers for the balance of the term of the paid subscription to Pardot Enterprise Success. Salesforce may change its Standard Success Plan from time to time in its sole discretion.