PROFESSIONAL SERVICES OPTIONAL ADD-ONS

Campaign builds, revisions, and creative content updates ("**PS Add-Ons**") may be provided as a la carte services as described below. Customer may purchase any of the below PS Add-Ons by executing an SOW Addendum. Such SOW Addendum will detail the PS Add-Ons to be provided, and their applicable fees.

Campaign: End to End Setup - Customer Provided Creative

Bluecore provides the end to end setup of an email, site, or social proof campaign leveraging Customer-provided creative design. This includes: audience, product rule, and scheduling configurations, and applies only to a Bluecore Visual Template Editor ("**VTE**") compliant template from a layered PSD file provided by the Customer. A Campaign Specification Document ("**CSD**") must be submitted with the desired audience, and associated product rules. This includes up to two (2) rounds of revisions and internal QA review.

Campaign: End to End Setup, Bluecore Designed Creative

Bluecore provides the end to end setup of an email, site, or social proof campaign (from design to delivery). This includes: creative design, audience, product rule, and scheduling configurations. Bluecore to deliver 2-3 design options for campaign/program leveraging Customer's creative assets and brand guidelines. Customer selects one (1) of the options and includes two (2) rounds of review with specific feedback on color/replacement/layout changes. Applies only to a Bluecore VTE-compliant template. A CSD must be submitted with the desired audience, and associated product rule. This includes tp to two (2) rounds of revisions and internal QA review, and this supports set-up of VTE on-site product recommendation blocks. This service does not include translations or copywriting.

Campaign: Transactional

Setup of a VTE-compliant campaign that will be deployed via API call. Bluecore is responsible for setting up the campaign from a layered PSD file, while the Customer is responsible for end to end testing via API call and final rendering. Applies to: welcome campaigns and traditional transactional campaigns (e-receipt/confirmations/etc).

Campaign: Social Proof A/B / Holdout Test Setup

Bluecore provides the end to end setup of a Social Proof A/B or Holdout Test campaign leveraging Customer provided creative design. This includes: audience, product rule, and scheduling configurations. This applies only to a Bluecore VTE-compliant template from a layered PSD file provided by Customer. A CSD must be submitted with the desired audience, and associated product rules. This includes up to two (2) rounds of revisions and internal QA review.

Campaign: Capture + Welcome

Setup of email capture, welcome email, and Mobile Messaging campaigns equal to two (2) campaigns and one (1) Mobile Messaging.

Campaign: SMS/MMS Setup
Setting up audiences, campaigns configuration, keywords responses, toll free number creation or short code creation/migration.

Campaign: Audience Configuration
Configuration of audience logic to be used for advertise or partial campaign development.

Campaign: Updates & Additional Revisions
Updates to existing campaigns, adding content sync blocks, including image swaps, subject line variations, copy updates, adding/removing banners, and copying of existing templates with minimal changes. Revisions do not include any content updates outside of QA modifications.

Campaign: QA Only
Thorough review of end to end campaign set up(s), or a thorough review of audience and recipe rule setup.

Campaign: Creative Design
Deliver up to three (3) design options for Customer's email campaign or program. Includes up to two (2) rounds of review with specific feedback on color/replacement/layout changes. This service does not include copywriting or translations.

Preference Center Build
Set up custom preference centers based on written Customer specifications. Included but not limited to frequency capping, opt down or out, general consumer information (attributes or demographic info). Customer to host landing page. Includes updating header/footer in Customer email templates to point to updated preference center.

Enablement Services: Instructor-Led Session
Development of customized curriculum scoped with Customer. Delivered in-person or virtual sessions (as agreed upon between the parties) to achieve a defined objective. This includes content summaries and learning checks.

Deliverability: Enhanced Services
The enhanced deliverability service package offers what an email program needs to become and stay successful at landing emails into the inbox. Adds an experienced deliverability expert to the team. Brings transparency into inbox placement metrics at major providers via seeding. This service package also provides monitoring and remediation, avoiding and minimizing impact from deliverability issues. Presents digestible reporting, piecing together several resources and data points needed to properly assess an email program.

Deliverability: List Cleansing

A thorough analysis of Customer's email list to identify and remove any contacts that may be causing hard or soft bounces and negatively impacting Customer's reputation. This service may be provided by a third party engaged by Bluecore, as further detailed in the applicable SOW or SOW Addendum.

Strategy: Program Takeover & Transformation

Bluecore provide the following services in 3-month timeframes upon a fully executed SOW or SOW Addendum between Bluecore and Customer:

- Align Bluecore and Customer leadership team(s) to define/amend goals and metrics
- Perform analysis of as-is situation to tailor specific engagement to Customer needs
- Assess campaign array for shopper lifecycle coverage
- Bluecore, with support from Customer, sets priorities by areas of greatest need to achieve defined goals and metrics
- Develop a mutually agreed upon schedule for campaign production and a work cadence (sprint planning) for completion, using reasonable and commercial efforts, to ensure assets, offer codes, product lists, SKUs, pricing, landing pages, and tracking parameters are all accounted for in applicable email campaign(s)
- Establish a mutually agreed upon reporting schedule on channel sales performance, noting winning and losing executions
- Establish a mutually agreed upon reporting schedule on campaign production performance, noting cross-departmental collaboration hits and misses
- Adjust sprint planning to accommodate real-time organizational needs as agreed upon between the parties

Deliverables include:

- Customer movement table
- Projections based on whitespace
- Recurring meetings between Bluecore and Customer teams
- Delivery and Customer enablement of 2-week sprint planning playbook to manage ongoing program post-term of engagement

NOTE: Campaign/Production services NOT included, scoped separately

Strategy: Test & Learn Services

Bluecore provides strategic guidance and prescriptive recommendations of sprint-based testing plans to improve a specific desired outcome within campaigns (opens, clicks, orders, AOV, and sales) in 3-month timeframes. This engagement is designed to establish a culture of testing and learning to create signal-based personalization via Bluecore's established playbook and tooling. Through this engagement, Customer will learn how to be self-sufficient in running performance based tests with processes established for ongoing testing roadmap and optimizations. This includes: Specific test recommendations following 2-week sprint cycles, guidance on test construction, resolution, documentation, annualized financial impact estimates, and A/B test results with statistical significance measures. For purposes of clarity, Customer executes the test unless additional services are purchased and outlined in a fully executed SOW or SOW Addendum.