PROFESSIONAL SERVICES OPTIONAL ADD-ONS

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

Campaign: End to End Setup - Customer Provided Creative
Bluecore provides the creation to launch 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 photoshop document (PSD file) provided by the Customer. A Campaign Specification Document ("**CSD**") must be submitted with the desired audience, design document, field configurations, creative assets, and associated product rules. This includes up to two (2) rounds of revisions and internal quality assurance ("**QA**") review prior to campaign approval and/or launch. An individual setup counts towards the purchased quantity once Bluecore has gathered the requirements from Customer and has begun the creation of the campaign, regardless of whether Customer subsequently cancels the setup or elects never to run the applicable campaign.

Campaign: End to End Setup, Bluecore Designed Creative
Bluecore provides the creation to launch 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, design document, field configurations, creative assets, and associated product rule. This includes up to two (2) rounds of revisions and internal QA review prior to campaign approval and/or launch, and this supports set-up of VTE on-site product recommendation blocks. This service does not include translations or copywriting. An individual setup counts towards the purchased quantity once Bluecore has gathered the requirements from Customer and has begun the creation of the campaign, regardless of whether Customer subsequently cancels the setup or elects never to run the applicable campaign.

Campaign: Updates & Additional Revisions
This add-on provides for updates to existing campaigns after campaign approval and/or launch, or additional revisions prior to campaign approval and/or launch beyond those included in end to end campaign setups (mentioned above). This consists of updating/adding content sync blocks, including image swaps, subject line variations, copy updates, adding/removing banners, and copying of existing templates with minimal changes.

Preference Center Build
Allows Bluecore to 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. A CSD must be submitted with the design document, creative assets, and associated eligibility rules. This includes up to two (2) rounds of revisions and internal QA review prior to approval and/or launch.

Enablement Services: Instructor-Led Session(s)
May consist of the development of customized curriculum/agenda scoped by Bluecore based on Customer needs/desired learning outcomes; and/or repeated deliveries of onboarding training sessions (as per the products purchased). Delivered in-person or virtual sessions (as agreed upon between the parties) to achieve a defined objective. These include 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: 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, average order value, 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, 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.