Bluecore

SERVICE DESCRIPTIONS

The Bluecore Platform enables Bluecore customers to take meaningful and immediate actions on behavioral and product data to drive customer engagement and loyalty.

The following may be included based on your specific SOW

Audience Builder:
Bluecore Audience Builder provides Customer the ability to create audience segments using combinations of user attributes and behaviors including email engagement and customer behaviors, as well as the product catalog.

Campaign Builder:
Bluecore Campaign Builder provides Customer the ability to send personalized campaigns to targeted audience segments based on selection criteria provided by Customer, as well as triggered campaigns that react to user behaviors and catalog changes.

Visual Template Editor:
Bluecore Visual Template Editor provides Customer the ability to build responsive email templates using a drag-and-drop editor.

Campaign Analytics:
Bluecore Campaign Analytics provides Customer an analytics dashboard that details aggregated analytics for email campaigns through the Bluecore Platform.

A/B Testing:
Bluecore A/B Testing provides Customer the ability to test email campaigns for up to five (5) variants. A/B tests may be begun and concluded in real-time.

Product Recommendations:
Bluecore Product Recommendations provides Customer collaborative-based and attribute-based product recommendation algorithms, making product recommendations unique for each of Customer's customers.

Customer 360:
Bluecore Customer 360 provides Customer a timeline of all actions that a customer has taken on the Customer Site, including without limitation product views and purchases.

Audience Insights:
Bluecore Audience Insights provides Customer a predictive analytics dashboard that surfaces retail-focused insights about any defined groups of customers.

Predictive Models:

Bluecore Predictive Models provides Customer the ability to leverage the customer and product catalog data that Bluecore captures to analyze, cluster, and predict how Customer can more effectively engage its audiences. Predictive algorithms include without limitation:

- Predicted Customer Lifetime Value
- Life-Cycle Stage (Active, At-Risk, Lost, etc.)
- Likelihood to Convert
- Likelihood to Open/Click/Unsubscribe
- Discount Preferences
- Category Preferences

Offline Purchase Data Ingestion:
Customer may set up a recurring data import into the Bluecore Platform containing transactions made offline (e.g. in a brick-and-mortar store location) that are tied to a specific customer email address. To facilitate this ingestion, Customer must use the file formats specified by Bluecore.

<u>Bluecore Communicate</u>

Email Campaign Clicks:
Bluecore Campaign Builder provides Customer the ability to send batched, personalized email campaigns to targeted audience segments based on selection criteria provided by Customer, as well as triggered email sends that react to user behaviors and catalog changes ("Triggered Email Sends"). Email clicks are consumed against a click allotment, further described in the applicable SOW.

Triggers for Triggered Email Sends include without limitation:

- Cart Abandonment
- Product Abandonment
- Search Abandonment (category abandonment)
- Price Decrease
- Back In Stock (including 'Notify Me' Back In Stock)
- New Arrivals
- Post Purchase
- Best Sellers
- New Arrivals
- Low Inventory

Addition campaign types include without limitation:

- Predictive Audience campaigns, including Affinity-driven campaigns (e.g. Product/Category Affinity, Discount Affinity) and Lifecycle Campaigns (e.g. At-Risk, Lapsed, Win-Back)
- Replenishment Campaigns
- Smart Campaign™
- Audience-driven Transactional Sends

Communicate Batch Audience Exports (for Customers implemented with Triggers & Batch)

Bluecore Batch Audience Exports provides Customer the ability to sync all Bluecore audiences as one-time sends to one (1) channel (e.g. platforms including business intelligence, CRM, CDP, or marketing execution) via SFTP using cookies or email addresses. Customer may export up to 2,000,000 customer records per month. If Customer requires more than this quantity, Customer may purchase Audience Exports, which is designed primarily for higher volumes for recurring audience syncing.

Bluecore Transactional Sends:
Bluecore Transactional Sends (through Bluecore's Transactional API) enables Customer to facilitate a message to an existing customer regarding an ongoing transaction or user-requested account change. Bluecore Transactional Sends may not contain opt-out mechanisms or other user-based filters. Customer remains responsible for ensuring only Transactional Emails are sent through the Bluecore Transactional API within the Bluecore Platform.

Communicate Audience Exports:
Bluecore Communicate Audience Exports provides Customer the ability to sync all Bluecore audiences to one (1) channel (e.g. platforms including business intelligence, CRM, CDP, or marketing execution) via SFTP using cookies or email addresses. Customer may set up one (1) SFTP destination to export Bluecore audiences.

Communicate Audience Exports with Predictive Scores
Bluecore Audience Exports with Predictive Scores provides Customer the ability to sync all Bluecore audiences to one (1) channel (e.g. platforms including business intelligence, CRM, CDP, or marketing execution, via SFTP using cookies or email addresses. Customer may establish one (1) SFTP destination to export Bluecore audiences to, and Customer may export Bluecore predictive raw scores (e.g. predicted customer lifetime value, category affinity, etc.) associated with each customer record.

Bluecore Site:

Bluecore Site™ Capture:
Bluecore Site™ Capture leverages Bluecore's native onsite capabilities to provide Customer with the ability to create campaigns to grow its lists and increase Customer Site conversions, while leveraging Bluecore Audiences and Product Recommendations to better target and personalize the experience of a customer on the Customer Site.

Campaign types include:
- Email capture
- Exit intent
- Cart abandonment
- Onsite messaging
- Bluecore Site**™** Predictive Audience Targeting
- Notify Me Back in Stock/ Coming Soon
- Onsite Product Recommendations

Bluecore Site (Legacy Products) [Customers with SOWs dated on or before April 15, 2022]:

Bluecore Site™ Capture - Basic:
Bluecore Site™ Capture leverages Bluecore's native onsite capabilities to provide Customer with the ability to create campaigns to grow its email lists through email capture campaigns on entry pages, exit pages and product, checkout and cart pages.

Onsite Product Recommendations:
Bluecore Product Recommendations provides Customer collaborative-based and attribute-based product recommendation algorithms, making product recommendations unique for each of Customer's customers.

Bluecore Email Capture:
Bluecore Email Capture provides Customer the ability to grow their email list, and increase onsite conversions, based on behaviors like exit intent by utilizing on-site pop ups, A/B testing of promotions and on-site messaging, as well as rules-based offer management.

Bluecore Advertise:

Media Integrations:
Bluecore Media Integrations enable Customer to sync Bluecore audiences to advertising platforms of Customer's choosing using email addresses identifiers. Customer's purchase of digital media is between Customer and the advertising platform(s) utilized, and is separate and apart from Bluecore. Customer may sync audiences to one or both of the below platforms:

- Facebook + Instagram
- Google Ads
- Criteo
- Custom (any other available advertising channels)

Custom Media Integration:
Bluecore Custom Media Integration provides Customer the ability to sync all Bluecore audiences to include one paid media channel (e.g. platforms such as Pinterest and Snapchat) via secure transfer protocol ("SFTP") using email addresses. Customer's purchase of digital media will go directly through the designated advertising platform(s), and will be separate and apart from Bluecore.

Bluecore, at its discretion, may introduce new features and/or functionality, which Customer may choose to accept or not at Customer's option. Such features and/or functionality may incur a separate fee, which will be purchased pursuant to a SOW or SOW Addendum.