SERVICE DESCRIPTIONS

Platform

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 provide 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 provide 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.

Bluecore Communicate

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

Additional 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 Email Sends

Mobile Messaging (SMS and MMS) Campaign Sends:

Bluecore Campaign Builder provides Customer the ability to send batched, personalized Mobile Messaging campaigns to targeted audience segments based on selection criteria provided by Customer, as well as triggered mobile sends that react to user behaviors and catalog changes ("**Triggered Mobile Sends**"). Mobile sends are consumed against a spending commitment, as further described in the applicable SOW.

Triggers for Mobile Messages include:
- Cart Abandonment
- Product Abandonment
- Search Abandonment (category abandonment)
- Price Decrease
- Back In Stock
- New Arrivals
- Post Purchase

Additional campaign types, without limitation include:
- Predictive Audience campaigns, including Affinity-driven campaigns (e.g. Product/Category Affinity, Discount Affinity) and Lifecycle Campaigns (e.g. At-Risk, Lapsed, Win-Back)

Communicate Batch Audience Exports (for Customers implemented with Triggers & Batch)
Bluecore Batch Audience Exports provide 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 secure file transfer protocol ("**SFTP")** using cookies or email addresses. Customer may export up to two million (2,000,000) shopper 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 (Email):
Bluecore Transactional Sends (through Bluecore's Transactional API) enable Customer to facilitate a message to an existing shopper regarding an ongoing transaction or user-requested account change. Bluecore Transactional Email Sends may not contain opt-out mechanisms or other user-based filters. Customer remains responsible for ensuring only Transactional Emails messages are sent through the Bluecore Transactional API within the Bluecore Platform.

Bluecore Transactional Sends (Mobile):
Bluecore Transactional Sends (through Bluecore's Transactional API) enable Customer to facilitate a message to an existing shopper regarding an ongoing transaction or user-requested account change. Customer remains responsible for ensuring only Transactional Mobile messages 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 email audiences to one (1) channel (e.g. platforms including business intelligence, CRM, CDP, or marketing

execution) via SFTP using 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 shopper lifetime value, category affinity, etc.) associated with each shopper record.

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

Mobile Sending Codes
Customer has the option of using two different types of Mobile Messaging sending codes:
- **Toll-free code:** This is a free-to-use phone number beginning with an 800 prefix that is used to send and receive Mobile Messaging. Customer may 1) generate a random number, 2) request a specific number (pending availability), or 3) request a vanity number (pending availability) made of numbers and up to seven (7) letters (ex: 1-800-123-SHOP).
- **Short code:** A five or six digit phone number used to send and receive Mobile Messaging (for example, 12345). Each brand has a dedicated short code. Customers may: 1) migrate an existing short code to Bluecore, or 2) apply for a new short code. Migrating or acquiring a new short code can take up to 14-18 weeks, pending compliance and carrier reviews.

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 shopper 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™ 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 pages, and cart pages.

Bluecore Site™ Social Proofs
Bluecore Site™ Social Proofs provides Customer the ability to highlight product trends on the Customer Site(s) in order to inform shoppers of the demand for certain products and to enable status badging of certain products. Bluecore Site™ Social Proofs combines the in-session behavior of the shopper with Bluecore's dynamic product catalog, to generate engaging messaging directly on the Customer Site(s) to create a sense of purchasing urgency and to increase onsite conversions.

Social Proof campaign types include:
- Recently Purchased
- Recently Viewed
- Selling Fast / Likely to Sell Out Soon
- Low Stock

Product badge campaign types include :
- New Arrivals
- Best Sellers
- Low Stock
- Stock Out
- Back in Stock
- On Sale / % On Sale

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

Onsite Product Recommendations:
Bluecore Product Recommendations provides Customer collaborative-based and attribute-based product recommendation algorithms, making onsite product recommendations unique for each shopper. Onsite product recommendations may only be actioned within Bluecore Site modals (e.g. pop ups).

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 any of the below supported platforms. Each purchased Media Integration is to a single

platform; multiple Media Integrations must be purchased if Customer elects to sync audiences to more than one (1) of the below platforms:

- Facebook + Instagram
- Google Ads
- TikTok
- 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 Snapchat) via 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.

Transparent ID Network

ID Network - LiveIntent
ID Network - LiveIntent leverages Live Intent's identity framework technology, which utilizes a privacy-compliant, first-party identifier (i.e. hashed email address) to re-identify shoppers whose email addresses are already known to Customer, but who have been disconnected from their distinct online ID (e.g. first-party cookie), such that the shoppers' on-website activity is otherwise not linked to their email address. This network allows Customer to connect on-website activity to a known shopper for more successful targeting through email and other campaigns. ID Network - LiveIntent does not require sharing shopper personal data with Live Intent, nor does it rely on the use of any third-party cookie data.

*__**Bluecore, at its discretion, may introduce new features and/or functionality. Where use of such new features and/or functionality will incur separate fees, Customer will have the option to elect to accept and use such features and/or functionality by entering into a SOW or SOW Addendum for the associated fees.**__*