



## **BLUECORE PLATFORM IMPLEMENTATION SERVICES**

*\*\*\*Customer is responsible for maintaining any JavaScript snippet or existing integration required by Bluecore to maintain the Platform on the Customer Site(s) and to provide the Services to Customer.\*\*\**

**Bluecore Platform Implementation Services may include the following:**

### **Bluecore Implementation Services Staffing:**

Bluecore will assign the following Implementation Services resources to engage with Customer's team for the implementation of the Bluecore Platform:

- Client Onboarding Manager (for new Customers only): The Client Onboarding Manager will lead the Bluecore implementation and be the primary point of contact for Customer. The Client Onboarding Manager will be responsible for coordinating project deliverables, timelines and activities with the Customer Project Manager.
- Forward Deployed Engineer (FDE): The FDE will be responsible for the technical part of the implementation and work with Customer's technical team to ensure all technical integration activities are tuned, integrated and tested in Customer's environment.
- Deliverability Team (DEL): Responsible for providing the volume warm up plan along with monitoring deliverability.

### **Domain/IP Warm Up Plan:**

If Customer purchases Bluecore Batch or Transactional Email Sends, and these emails will be sent by Bluecore (as opposed to an external ESP), Bluecore may create a Domain/IP Warm Up Plan. A Domain/IP Warm Up Plan is defined as a predetermined schedule for gradually increasing the volume of email sent on an email sending domain with a dedicated IP address. Information requested by Bluecore from Customer will be used as the basis of a Domain/IP Warm Up Plan, if any.

### **Preference Center:**

If Customer purchases Bluecore Batch - Transactional Email Sends, Bluecore will configure (1) one Preference Center based on Customer requirements provided during project kickoff. A Preference Center is defined as a Bluecore hosted embed form where registered users can set their email preferences. Preferences will be made available in the Bluecore Platform as customer attributes.

### **Website Integration:**

Bluecore will integrate and maintain the Bluecore Platform with the Customer Site(s) listed in the applicable SOW, either via an eCommerce platform integration (if available) or via a front-end JavaScript based integration solution. This integration allows the Bluecore Platform to capture

end-user interactions with the Customer Site(s). Integration to additional Customer Sites is available as part of the Bluecore ‘Additional Configuration / Customization Services’ offering.

**Language:**

Bluecore will capture website and end-user behavior data in one (1) language per Customer Site and configure the campaigns in the same language. Data capture and campaigns in additional languages are available as part of the Bluecore ‘Additional Configuration/Customization Services’ offering.

**Currency:**

Bluecore will capture price information from the Customer Site(s) in one (1) currency and configure the campaigns (if requested) in the same currency. Data capture and campaigns in additional currencies are available as part of the Bluecore ‘Additional Configuration/Customization Services’ offering.

**Event-Driven Triggers:**

Bluecore will configure three (3) Event Driven Triggers based on Customer requirements provided during project kickoff. An “Event-Driven Trigger” is defined as a personalized communication triggered based on end-user behavior on the Customer Site. Personalization may be configured using the Bluecore Visual Template Editor. Bluecore will provide up to three (3) touches or changes per Event Driven Trigger configuration. Additional configurable or customizable Event-Driven Triggers created by Bluecore are available as part of the Bluecore ‘Additional Configuration/Customization Services’ offering.

**Data Feed:**

Under certain circumstances an import data feed may be required for the Bluecore Platform integration to capture historic or ongoing end-user, behavioral event, purchase or product data. In addition, Customer may request a periodic export of certain analytics or end-user behavior from the Bluecore Platform. This may be purchased separately as Analytics Exports. The Implementation Services outlined in this section cover the design and delivery of data feeds (import and/or export) necessary for Customer to launch the Platform.

**Launch Schedule & Deliverables:**

- During the launch process, Bluecore will provide the following assistance and guidance:
- Assistance and guidance on testing and implementation on the Customer Site(s), if not currently a Bluecore customer.
- Initial training and access to real-time analytics on campaign performance during the Term.
- API documentation for setup of transactional emails
- Up to two (2) HTML template encoding services to support A/B testing of the campaign.
- Access to Bluecore Knowledge Base through the Support portal.
- Access to live and recorded training sessions via the Support portal, as such sessions become available.
- All Bluecore services will be performed during Bluecore regular business hours.

For a timely and successful launch of Bluecore, Customer agrees to:

- Deploy Bluecore tracking to the Customer Site(s) via one of the following methods:

- Deployment of the Bluecore tracking snippet to all pages of the Customer Site(s), and deployment of the Bluecore purchase pixel to each Customer Site's order confirmation page
- Implementation of a Bluecore standard integration API on the Customer Site(s)
- Ensure that the email template design(s) and iterations on such design(s) follow Bluecore design guidelines and are supported by Bluecore Visual Template Editor
- Provide the creative in Photoshop Document (PSD) format
- Provide files of active users defined by their last email open date in the past 365 days
- Provide full list of opted in users
- Provide a historical list of user unsubscribe email addresses
- Provide all necessary authentication items required for Bluecore to perform the Services in this SOW, including but not limited to API keys or user logins
- (Applies only to new Bluecore Customers): Provide at least two years of historical purchase data (i.e., the minimum amount of data required to train Bluecore's predictive models)
- Provide additional assistance and other information reasonably requested by Bluecore

In addition, Customer agrees to one of the following methods in order for Bluecore to sync unsubscribed email addresses with the Customer email marketing list, if necessary:

- Deployment of the Bluecore unsubscribe pixel to the unsubscribe pages of the Customer Site(s);
- A current list of unsubscribed email addresses, sent periodically to an SFTP location on a defined time schedule; or
- Providing a historical list of user unsubscribe email addresses

Bluecore intends to launch the Bluecore Platform with Customer in the most effective and efficient manner as agreed during the kickoff meeting. Customer acknowledges that its delays in meeting timelines may require reallocation of Bluecore resources, and may delay the launch date by a significant timeframe (to be determined on a case-by-case basis).

*\*\*Any agreement for Bluecore to perform additional encoding or design-related technical services may extend the project scope and incur additional fees.\*\**