



BLUECORE PLATFORM IMPLEMENTATION SERVICES

****Customer is responsible for maintaining any JavaScript snippet, file feed, or existing integration required by Bluecore and is responsible for communicating to Bluecore changes to the applicable Customer Sites (or mobile app), file feeds, and existing integrations so that Bluecore can make the requisite adjustments to its implementations as required to maintain the Platform and Customer Site(s) and to provide the Services to Customer. Updates to any of the foregoing may impact Customer's integration with Bluecore.****

General

Services Staffing:

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

- Project Manager (“**PM**”): The PM will lead the Bluecore implementation and be the primary point of contact for Customer. The PM will be responsible for coordinating project deliverables, timelines, and activities with the Customer's point of contact.
- Forward Deployed Engineer (“**FDE**”): The FDE will be responsible for writing and configuring the necessary technical aspects of any relevant data ingestions and/or exports, including the website integration and any data feeds and/or custom ingestions/exports, and will work with Customer's technical team as needed to facilitate the completion of the foregoing.
- Deliverability Team (“**DEL**”): The DEL is responsible for providing the DNS/IP setup and authentications with alerting during the onboarding term of engagement. Blacklist mitigation, inbox placement, and/or remediation services are not included, but may be purchased separately as part of Bluecore's Professional Services Optional Add-Ons.

Customer Site / Namespace

A Customer Site and/or a Namespace is a single tenant Bluecore environment that uses one (1) primary currency and email domain, consistent products, and refers to a single website domain to ingest data.

Customer Sites and Namespaces contain, but are not limited to: a website integration, customer lists and segments, product data and catalogs, and campaign templates.

Website Integration

Bluecore will integrate and maintain the 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 integration. This integration allows the Platform to capture end-user interactions, customer data, and product data from the Customer Site(s). Integration to additional Customer Sites may be purchased through a mutually-executed addendum to the current, active SOW(s).

Customer is required to add Bluecore's JavaScript snippet onto all pages of Customer's Customer Site(s) listed in the applicable SOW(s). Customer will advise Bluecore on the capture of eligibility, customer data, product data, and end-user interactions.

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. Additional languages may be added upon mutual agreement of the parties, following scoping by Bluecore; additional fees for the purchase of additional

languages may apply, and this may require both re-implementation, as well as possible revisions to existing campaigns.

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 in additional currencies is available for separate purchase. Campaign versioning may be purchased as part of Bluecore’s Professional Services Optional Add-Ons.

Email Appends:

In order to allow Bluecore to identify Customer’s known contacts as expeditiously as possible, Customer will add an encrypted email value as a tracking parameter on Customer's non-Bluecore email sends, communicating the parameter key to Bluecore. Customer will also provide Bluecore with the relevant configuration details for decryption as outlined by Bluecore. Bluecore will add logic to the website integration to collect the Customer-provided encrypted email, and to link that identifier to Bluecore cookie IDs using the decryption configuration details provided by Customer.

Data Feed:

Under certain circumstances an import data feed may be required for the Platform integration to capture historic and/or ongoing end-user, behavioral event, purchase, and/or product data. Details of required data feeds and Bluecore dependencies are as follows:

- Purchase Data
 - Bluecore will set up and configure a one-time historical purchase file data feed and an ongoing offline purchase file data feed to be ingested into the Bluecore Platform
 - Customer will provide a one-time flat file of historical purchase data, adhering to file specifications and delivery mechanisms provided by Bluecore
 - Customer will provide recurring flat files of new purchase data adhering to file specifications and delivery mechanisms provided by Bluecore, and at an agreed upon frequency, but no more frequently than on an hourly basis
- Email Eligibility
 - Bluecore will set up and configure a data feed for Email Eligibility data ingestion, and configure the data feed as an ongoing export to relevant and approved third parties
 - Customer will provide a one-time flat file of the current state of Email Eligibility data of Customer’s list, adhering to the file specifications and delivery mechanisms provided by Bluecore
 - Customer will provide recurring flat files of changes to Email Eligibility data of Customer’s list, adhering to file specifications and delivery mechanisms provided by Bluecore, and at an agreed upon frequency, but no more frequently than on an hourly basis
 - For purposes of this section, “**Email Eligibility**” means the status of a consumer whose email address is known to Customer (e.g., opted in, unsubscribed, or neither) for the purposes of determining whether the applicable consumer may receive marketing and similar email correspondence from Customer
- Customer Data
 - Bluecore will set up and configure a data feed to ingest existing Customer attribute data, and configure the data feed for ongoing customer attribute data ingestion
 - Customer will provide a one-time flat file of the current state of customer attribute data of Customer’s list, adhering to the file specifications and delivery mechanisms provided by Bluecore

- Customer will provide recurring flat files of changes to customer attribute data of Customer's list, adhering to the file specifications and delivery mechanisms provided by Bluecore, and at an agreed upon frequency, but no more frequently than on an hourly basis
- Product Data
 - Bluecore will configure and set up a data feed to ingest Customer's full product catalog (with the required and other relevant and agreed upon data points) and configure the data feed for ongoing product data ingestion
 - Customer will provide a one-time flat file of the current state of Customer's product catalog, adhering to the file specifications and delivery mechanisms provided by Bluecore
 - Customer will provide recurring flat files of changes to Customer's catalog, adhering to the file specifications and delivery mechanisms provided by Bluecore, and at an agreed upon frequency, but no more frequently than on an hourly basis

Purchase Pixel:

Bluecore will provide Customer with implementation instructions for the placement and population of a Bluecore purchase pixel for real-time capture of purchase data.

Subdomain Configuration:

DEL will assist with the setup and authentication of DNS/IP records and authentications with alerting during the onboarding term of the engagement. During this configuration, Customer will provide Bluecore with a unique subdomain for Bluecore to deploy messages and update Customer's DNS settings with the CNAME records shared by Bluecore. Customer acknowledges that blocklist mitigation, inbox placement, and/or remediation services are not included, but may be purchased separately as part of Bluecore's Professional Services Optional Add-Ons.

Bluecore Product Enablement:

During or immediately following implementation, a Bluecore enablement specialist may provide guidance to Customer with respect to the Bluecore Platform UI, enabling Customer to understand the basic functionality within the Platform. Customer will also be shown how to build content within the Visual Template Editor, how to build an audience, how to set up a campaign, and how to generate and analyze performance through Bluecore's various reporting mechanisms. Subject to the Services purchased by Customer, Customer may also be provided with enablement on the features of Bluecore Site, Advertise, and/or Bluecore Mobile Messaging. Each Bluecore implementation includes one (1) set of enablement sessions, scheduled at mutually agreeable times. Additional enablement sessions may be purchased pursuant to a mutually executed addendum to the applicable SOW.

Bluecore Communicate (Email)**Event Based Trigger Campaigns**

During the implementation phase, Bluecore will oversee the project management necessary for establishing behavioral and merchandising triggers. This includes managing project timelines, as well as the setup of data and campaigns if purchased for Customer's implementation.

Promotional / Marketing (Batch) - Batch Ramp / IP Warming

If Customer purchases Bluecore Batch, or intends to send batch email or Transactional Email Sends through Bluecore (as opposed to an external ESP), Bluecore may create a Domain/IP Warm Up Plan. The

Domain/IP Warm Up Plan is 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 any Domain/IP Warm Up Plan. During this ramp up period, Bluecore's DEL will monitor daily progress, flag deliverability issues, and provide guidance and execution on remediations if needed.

During the Batch Ramp / IP Warming period, Customer is responsible for building all Batch email campaigns within the Bluecore Platform. In addition, Customer is responsible for suppressing ramp up audiences from current ESP campaigns. This is to ensure that a Customer does not email recipients during the ramp process.

Transactional Campaigns

Bluecore is responsible for delivering the DNS documentation, confirming validation of DNS setup, and working with Bluecore to deliver the transactional API Key to the Customer.

Customer is responsible for configuring its OMS to call Bluecore's Transactional API with the appropriate payload as outlined by Bluecore. Customer is also responsible for performing all user acceptance testing for transactional campaigns and for pushing the API integration live after reviewing and approving the template content.

Bluecore Mobile Messaging

SMS Integration:

For U.S. and/or Canadian Customer Sites only, Bluecore will set up a Mobile Messaging integration with the Platform to ensure Customer's required opt-in and unsubscribe data is properly ingested and maintained. This integration allows authorized Platform users the ability to configure Mobile Messaging. This includes configuration of global Mobile Messaging settings.

Bluecore will provide guidance and required specifications for one-time SMS eligibility data and will ingest the eligibility data at mutually agreed upon frequency

Customer will provide one-time flat files of the current state of SMS eligibility data of Customers' list, adhering to the specifications and delivery mechanisms outlined by Bluecore.

Sending Code Acquisition:

Bluecore will set up a high throughput toll-free Mobile Messaging number. This number is used to send Mobile Messaging campaigns. Short codes (five (5) or six (6) digit phone numbers used to send and receive Mobile Messaging) are not included, but may be purchased separately. In order for Bluecore to provision a Short Code, Customer must provide a completed Short Code Application and Letter of Authorization to Bluecore.

Bluecore Site

Bluecore Site implementation is coupled with Customer's standard Bluecore integration for almost all Customers Site(s). In the event Customer elects to replatform or modify a Customer Site(s), Customer may be required to re-implement Bluecore Site, whereupon additional fees may apply. In the event Customer requires a re-implementation and purchases a new implementation to support Bluecore Site, Bluecore will provide the necessary resources to ensure Bluecore Site and the corresponding purchased Bluecore Site use cases, function in accordance with the SOW.

Bluecore Advertise

Bluecore will enable the purchased Advertise integrations outlined in the applicable SOW. These integrations include Facebook + Instagram, Google Ads, Criteo, Snapchat, Pinterest and TikTok.

Customer must provide Bluecore with the requested connection criteria as outlined by Bluecore. Customer will build all Advertise campaigns, as needed.

Bluecore Assumptions & Dependencies

Customer acknowledges and understands that Bluecore requires Customer's assistance in order for Bluecore to successfully deliver the above-listed services. Failure by Customer to provide Bluecore with the information necessary to support the delivery of any of the services within twenty-four (24) hours of Bluecore's reasonable request (or a separate mutually agreed-upon timeline) may result in delays and/or Bluecore's inability to deliver the services, or any portion thereof, and Bluecore will have no liability for such delays and/or inability to deliver.