Bluecore

CUSTOMER SUCCESS OPTIONAL ADD-ONS

Template revision support and creative content updates ("CS Add-Ons") will be provided as a la carte services at the rates described below. Customer may purchase any of the below CS Add-Ons by executing a Supplemental CS Add-On Addendum. Such addendum will detail the CS Add-Ons to be provided, the total cost of such CS Add-Ons, and the approximate timeline for delivery of each CS Add-On.

Net New Campaign Setup with Audience Logic:
- Confirming KPI's and gathering audience logic, product recommendation logic, campaign schedules ("Business Requirements") and various creative requirements, including: creative content (with a minimum size of 1,200 pixels of layered photoshop creative, subject line information, preheader, tracking parameters, links, from name, from email and A/B testing parameters ("Creative Requirements")
- Setup of templates in Visual Template Editor ("VTE")
- Setup of audience logic and tying such logic to the applicable template for launch
- Standard A/B testing (as agreed between Bluecore and client)
- Product recommendation layout, logic setup or change to existing templates (where such change requires more than five (5) Existing Template Revisions as described below)
- Quality assurance services
- Bluecore requires five (5) to seven (7) business days from Bluecore's receipt of all final campaign Business Requirements for Net New Campaign Setups

Existing Template Revisions:
Customer may choose up to five (5) tasks from the list below for each Existing Template Revision. Any request requiring more than five (5) features from the list below will require a Net New Campaign Setup. Bluecore requires three (3) to five (5) business days from Bluecore's receipt of all final campaign Business Requirements or Creative Requirements for Existing Template Revisions.

Existing Template Revisions

Revision Task	Definition of Revision
Subject Lines	Updating the copy of the subject line in a campaign
Preheaders	Updating the copy of the preheader in a campaign
Tracking Parameters	Adding, removing, or updating the tracking parameters of a campaign
Audience Logic	Adjusting the audience of a campaign, including removing, adding, or optimizing look back windows, customer behavior, frequency caps, predictive filters etc.
Product Recommendation Strategy / Recipe Rules	Changing the product recommendation strategy of a dynamic product block in a campaign
Schedule Set up	Adjusting the frequency cap and timing of an email set

A/B Test Setup	Creating a multi-variant test on an existing campaign, including testing different subject lines/preheaders, product recommendation logic, creative, etc.
File Management Uploads (coupons, customers, products etc.)	Uploading any set of data into the File Management system, including coupon banks, SKU lists, customer attributes etc.
Image Edits	Adding or removing image. Updating the image with a new asset, changing the image link
Text Edits	Adding or removing text copy. Updating existing text and it's format (font, font size, color etc)
Button Edits	Adding or removing a button. Updating existing button and it's format (font, font size, color.)
Product Blocks Edits	Adding or removing product block. Updating existing product blocks. including editing layout, product images, and the format of product attributes that display
Disclaimer Edits	Adding or removing disclaimer. Updating existing disclaimer copy, layout, and format.
Dynamic Timed Logic Updates	Adding dynamic timed logic on any new or existing images, disclaimer, or other VTE components.
Global Widget Edits	Adding, removing, or updating elements in already existing global widgets. This includes images, links, navigation menus etc.
Custom Code Block	Building a custom creative request that VTE does not currently support. For example: using jinja to display certain images/links based on products in email, jinja to display different images depending on the customers country. Client provides the email creative in Photoshop document format (.PSD file) to be coded into HTML. Client ensures that the email template design(s) and iterations on such design(s) follow Bluecore design guidelines (provided separately) and are supported by Bluecore VTE.
HTML Edits	In existing HTML templates, making necessary updates in HTML

Expedited CS Add-On Services

Customer may request that Bluecore expedite a CS Add-On service ("Rush Services"). Rush Services will be included in the Supplemental CS Add-On Addendum and include an additional fee for each CS Add-On service. Bluecore requires two (2) business days from Bluecore's receipt of all final campaign Business Requirements for completion of a Rush Services request.