Glossary and Metrics .......................................................................................................................................................... 3

Service Descriptions .......................................................................................................................................................... 5

- BlueKai Audience Data Marketplace Data as a Service ............................................................................................... 5
- BlueKai Analytics Data as a Service: All Categories Description .................................................................................. 5
- BlueKai Analytics Data as a Service: Individual Category ............................................................................................. 6
- BlueKai Pixel Integration Data as a Service ..................................................................................................................... 6
- BlueKai Server Data Transfer Integration Data as a Service ........................................................................................... 6
- BlueKai Look-alike Modeling Data as a Service ................................................................................................................ 7
- Oracle Semantic API ..................................................................................................................................................... 7
- Oracle Enriched Social Data Feed ................................................................................................................................ 8
Glossary and Metrics

1,000 Impressions: is defined as 1,000 Impressions per Month where one Impression is defined as a single measure of the number of times an ad is seen. Clicking on or not clicking on is not taken into account. Each time an ad displays it is counted as one impression.

“Audience Analytics Reporting” means a tool in the Oracle Audience Data Marketplace that enables You to search for Categories in order to find the most relevant Targeted Users for your media campaign. This tool can search Company Data using the Site Analytics Toolkit, but Company Data itself cannot be used for targeted advertising purposes.

“Category” or “Categories” means a grouping of Oracle Data based on shared attributes or characteristics. It is the unit of data available within the Oracle Audience Data Marketplace.

“Category-Destination-Month” or “CDM” is the increment used when measuring Categories sent to Destinations during a given calendar month, as applicable to Services You purchase or license under an Ordering Document. For example, 5 Categories going to 4 Destinations during one month equals 20 Category-Destination-Months used in one calendar month. When adding Categories, the minimum additional increment must apply to all Destinations; when adding Destinations, the minimum incremental increase when adding 1 new Category is 4 Category-Destination-Months.

“Company Data” means any data provided or received by Oracle from You, from a third-party on Your behalf, or from Site Users pursuant to the Ordering Document.

“Content Optimization Destination Feature” means the ability to send Oracle Data to a specified Destination for the sole purpose of internal testing and configuration of Your Site(s). The Content Optimization Destination Feature cannot be used for delivering advertisements to Targeted Users or any other third parties. You can confirm eligible Destinations for the Content Optimization Destination Feature at partner.bluekai.com or by contacting Oracle at daas.marketing.subscriptionmgmt@oracle.com (or at such other addresses identified by Oracle).

“Cost of Media Spend” means a pricing methodology in which You are charged for using Oracle Data as a percentage of the total amount You spend on the campaign(s) where Oracle Data is used.

“Cost Per Mille” or “CPM” means a pricing methodology in which You are charged for usage at a specified rate per each thousand (1,000) impressions of Oracle Data delivered to Targeted Users.

“Cost per Stamp” or “CPS” means a pricing methodology in which You are charged for usage at a rate assessed per each thousand (1,000) stamps of Oracle Data in a given Category that is sent to You.

“Data Feed” means files that are created and pre-analyzed that You retrieve using the Enriched Social Data Feed API.

“Data Usage Fees” means fees charged to You for Your usage of Oracle Data from the Oracle Audience Data Marketplace for targeting Targeted Users as measured and calculated by Oracle. Data Usage Fees are determined using Cost of Media Spend, CPM, or CPS.

“Destination” means an endpoint to which Oracle Data is delivered to allow You or Your provider to perform Targeting or to perform optimization or analytics services.

“Device Category” means any non-branded Oracle Data Category available in the Oracle Audience Data Marketplace that identifies the type of device a Site User is using when accessing a site.

“Integration” is defined as a direct connection to a specific destination server(s) in order to enable transfer of data in an automated, optimized manner.

“Enriched Social Data Feed API” means a web service for the processing, categorization and analysis of public social data using Oracle’s Latent Semantic Analysis technology.

“IP Geographic Category” means any non-branded Oracle Data category available in the Oracle Audience Data Marketplace.
that links Site Users with a geographic area based on IP address.

“Pixel” is defined as a tag (URL) calling for a 1x1 gif from servers belonging to a specific domain. Usually used to give that domain (e.g. bluekai.com) the ability to place, modify or deliver a cookie on the user’s browser or to an execution endpoint

“Pixel Integration” means one (1) integration into one (1) online advertisement display Destination via a pixel tag, used in conjunction with Oracle Data from the Oracle Audience Data Marketplace or BlueKai Audience Data Marketplace Data as a Service.

“Semantic API Document” means a block of unstructured text that You analyze for sentiment, themes, and topic analysis using the Semantic API.

“Semantic API Job” means a single asynchronous call to the Semantic API web service. Each job can contain one or more documents, where each document has an associated Semantic API Document for analysis.

“Semantic API Job ID” means a server response used to identify a successful Semantic API Job.

“Server Data Transfer Batch” means the standard method for delivery of the Oracle Analytics Data as a Service. It is the method is used to send Categories through an offline server-to-server process via a batch file.

“Site Analytics Toolkit” means a configuration which allows You to integrate up to ten (10) Categories of first-party Company Data from one (1) of Your website domains, that can be used only for optimization, analytics, and modeling.

“Server Data Transfer Batch” means the standard method that is used to send Categories through an offline server-to-server process via a batch file to You or a Destination of Your choosing.

“Server Data Transfer Integration” means one (1) integration into one (1) Destination via a server-to-server integration, used in conjunction with Oracle Data from the Oracle Audience Data Marketplace or BlueKai Audience Data Marketplace Data as a Service.

“Subscription Services Platform” means the technology and services provided to You by Oracle which enables data collection, management, and analytics of Oracle Data and Company Data.

“Targeted User” means a unique, anonymous user of a web browser or device (including mobile device) to whom Company or Client Targets a media impression, advertisement, Web page, or other content.

“Target” or “Targeting” means the display of a media impression, advertisement, Web page or other content to Targeted Users.

“Topic API” means an Oracle web service used to create Topics, which can be analyzed using the Semantic API and the Enriched Social Data Feed API.

“Topic” means a search query that collects mentions of a brand, product, industry, or any subject of interest, from third party social media sites. Topics are created to analyze social data.
BlueKai Audience Data Marketplace Data as a Service

Users of the BlueKai Audience Data Marketplace Data as a Service offering are authorized to access the following module and features in the platform:

- BlueKai Audience Data Marketplace Data as a Service
  - Ability to deploy Categories to Destinations on a subscription or usage basis measured by CDM increments
  - Account management resources for managing Categories and Destinations
  - Content Optimization Destination Feature. You can confirm eligible Content Optimization Services at partner.bluekai.com or by contacting Oracle at daas.marketing.subscriptionmgmt@oracle.com (or such other addresses identified by Oracle).
  - Subscription Services Platform, which includes the following features:
    - Audience Analytics Reporting
    - Device Category
    - IP Geographic Category
    - Server Data Transfer Integration
    - Site Analytics Toolkit

Usage Limits: The BlueKai Audience Data Marketplace Data as a Service is subject to the following usage limits:

- Oracle will provision one (1) instance of this service for Your use of CDMs.
- You can upload up to Ten (10) Categories of Company Data from one (1) of your website domains to Your instance of the service. Such Categories cannot be used for delivering advertisements to Targeted Users or anyone else. Categories may only be used for non-targeted advertising purposes such as optimization, analytics, or modeling.
- Each CDM includes one (1) increment of Subscription Services Platform fees as described in your ordering document. Your order for this service is subject to Auto Renewal under the terms of the Ordering Document.

Oracle Cloud Policies:
If, as part of this Service, You provide Company Data that resides in Oracle's Services Environment, then the Oracle Cloud Hosting and Delivery Policies are applicable to Company Data.

BlueKai Analytics Data as a Service: All Categories

Users of the BlueKai Analytics Data as a Service: All Categories offering are authorized to access the following module and features in the platform:

- BlueKai Analytics Data as a Service: All Categories
  - All Categories of non-Branded Oracle Data each calendar month of use during your Services Period
  - Data delivery via Server Data Transfer Batch each calendar month.
  - Content Optimization Destination Feature for non-Branded Oracle Data. You can confirm eligible Content Optimization Services at partner.bluekai.com or by contacting Oracle at daas.marketing.subscriptionmgmt@oracle.com (or such other addresses identified by Oracle).
  - Option to deliver BlueKai Analytics Data as a Service: All Categories to a Destination via Server Data Transfer Integration for an additional monthly fee as outlined in the Ordering Document.

Usage Limits: The BlueKai Analytics Data as a Service: All Categories is subject to the following usage limits:

- Per each quantity of Service purchased: each calendar month, Oracle will send Categories of non-Branded Oracle Data to one (1) Destination for analytics purposes. Service will be delivered to Destination of Your choosing at a frequency mutually agreed upon by You and Oracle (e.g., hourly/daily/weekly).
- You cannot use BlueKai Analytics Data as a Service: All Categories to deliver advertisements to Targeted Users or anyone else. Categories may only be used for non-targeted advertising purposes such as optimization, analytics, or modeling.
Your order for this service is subject to Auto Renewal under the terms of the Ordering Document.

BlueKai Analytics Data as a Service: Individual Category

Users of the BlueKai Analytics Data as a Service: Individual Category are authorized to access the following module and features in the platform:

- BlueKai Analytics Data as a Service: Individual Category

**Usage Limits:** The BlueKai Analytics Data as a Service: Individual Category is subject to the following usage limits:

- Per each CDM of Service used each calendar month, Oracle will send one (1) Category of non-Branded Oracle Data to one (1) Destination for analytics purposes. Service will be delivered to Destination You choose at a frequency mutually agreed upon by You and Oracle (e.g., hourly/daily/weekly).
- Service may not be used for delivering advertisements to Targeted Users, or any other third parties. Categories may only be used for non-targeted advertising purposes such as optimization, analytics, or modeling.
- Content Optimization Destination Feature for same one (1) Category of non-Branded Oracle Data. You can confirm eligible Content Optimization Services at partner.bluekai.com or by contacting Oracle at daas.marketing.subscriptionmgmt@oracle.com (or such other addresses identified by Oracle).
- Data delivery via Server Data Transfer Batch each calendar month.

Your order for this service is subject to Auto Renewal under the terms of the Ordering Document.

BlueKai Pixel Integration Data as a Service

Users of the BlueKai Pixel Integration Data as a Service are authorized to access the following module and features in the platform:

- BlueKai Pixel Integration Data as a Service
  - Delivery of Category(s) of Oracle Data to a Pixel Integration, either through an existing integration via the BlueKai Audience Data Marketplace or to a new Destination that requires Oracle to establish a Pixel integration for You.

**Usage Limits:** The BlueKai Pixel Integration Data as a Service is subject to the following usage limits:

- Per each quantity of Service purchased: each calendar month, Oracle will set up one (1) Pixel to deliver Oracle Data to one (1) Destination. You will be charged a monthly fee as described in the Ordering Document for each Pixel Integration.
- With each Pixel Integration instance, Oracle will send Categories of Oracle Data You purchase to one (1) Destination via the BlueKai Audience Data Marketplace or BlueKai Audience Data Marketplace Data as a Service.
- You can confirm eligible Pixel Integration types supported by contacting Oracle at daas.marketing.subscriptionmgmt@oracle.com.

Your order for this service is subject to Auto Renewal under the terms of the Ordering Document.

BlueKai Server Data Transfer Integration Data as a Service

Users of the BlueKai Server Data Transfer Integration Data as a Service are authorized to access the following module and features in the platform:

- BlueKai Server Data Transfer Integration Data as a Service
  - Delivery of Category(s) of Oracle Data to a Destination through an existing integration via the BlueKai Audience Data Marketplace or to a new Destination requiring Oracle to establish a Server Data Transfer integration for You.

**Usage Limits:** The BlueKai Server Data Transfer Integration Data as a Service is subject to the following usage limits:

- Per each quantity of Service purchased: each calendar month, Oracle will set up one (1) server to server integration to delivery Oracle Data. You will be charged a monthly fee as outlined in the Ordering Document for each integration.
- With each Server Data Transfer Integration instance, Oracle will send Categories of Oracle Data You purchase via the
BlueKai Audience Data Marketplace or BlueKai Audience Data Marketplace Data as a Service to one (1) Destination.

Your order for this service is subject to Auto Renewal under the terms of the Ordering Document.

**BlueKai Look-alike Modeling Data as a Service**

Users of the BlueKai Look-alike Modeling Data as a Service offering are authorized to access the following module and features in the platform:

- **BlueKai Look-alike Modeling Data as a Service**
  - You may request custom Category(s) of Oracle Data via the BlueKai Audience Data Marketplace. You may use these custom Category(s) of Oracle Data for the same Targeted advertising purposes as Oracle Data.
  - Access to the Site Analytics Toolkit and Audience Analytics Reporting, which allows You, among other things, to create Custom Category(s) based on Oracle Data from the BlueKai Audience Data Marketplace and Company Data via the Site Analytics Toolkit.
  - Delivery of Oracle Data to Destination(s) via Server Data Transfer Integration only.

**Usage Limits:** The BlueKai Look-alike Modeling Data as a Service is subject to the following usage limits:

Your order for this service is subject to Auto Renewal under the terms of the Oracle Document.

**Oracle Cloud Policies:**

If, as part of this Service, You provide Company Data that resides in Oracle's Services Environment, then the Oracle Cloud Hosting and Delivery Policies are applicable to Company Data.

**Oracle Semantic API**

Users of the Oracle Semantic API are authorized to access the following module and features:

- Access to the Oracle Semantic API
- Access to API developer keys
- Use of functionality within the Oracle Semantic API to configure, categorizing and analyzing unstructured text within a Semantic API document using Oracle’s Latent Semantic Analysis technology

**Usage Limits:** The Oracle Semantic API is subject to the following usage limits:

- Access to one (1) API key provisioned by Oracle that enables You to access the Semantic API, for the purpose of submitting, processing, polling, and receiving a return against a standard Semantic API Job that uses a standard Semantic API Job ID.
- A maximum of 1000 messages for each Semantic API Job (POST) request; these are asynchronous jobs. Data categorization and analysis will not occur if the number of messages for any Semantic API Job exceed this amount.

Your order for this service is subject to Auto Renewal under the terms of the Ordering Document.

**Oracle Cloud Policies:**

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).
Oracle Enriched Social Data Feed

Users are of the Oracle Enriched Social Data Feed offering are authorized to access the following module and features:

- Oracle Enriched Social Data Feed API.
- API developer keys to access, configure, provision and monitor the Enriched Social Data Feed.
- Access to the Enriched Social Data Feed via the Topic API.
- Output of an Enriched Social Data Feed query, in the format of a zipped XML file that includes Message ID, Source (e.g., Twitter, Microblog or News), message link, topic, snippet of message, and social author.

Usage Limits: The Oracle Enriched Social Data Feed is subject to the following usage limits:

- Access to one (1) API key provisioned by Oracle that enables You to access the Enriched Social Data Feed, for the purpose of submitting, processing, polling and receiving a return against a standard Enriched Social Data Feed query.
- Aggregated analytics created from the Enriched Social Data Feed API, and any output of an Enriched Social Data Feed query, is for Your internal use only and not for any targeted advertising or execution purposes. Your order for this service is subject to Auto Renewal under the terms of the Ordering Document.

Oracle Cloud Policies:

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies, which may be viewed at www.oracle.com/contracts.