

**Oracle Marketing Cloud
Service Descriptions and Metrics
December
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GLOSSARY AND METRICS

Activation Vendor is defined as a third party vendor to which Oracle passes data campaigns for media execution within the vendor's platform.

Audience Analytics is defined as a series of reports that enables You to gain insight across all of Your audiences.

Category is defined as the smallest targetable unit of data available within the Oracle Data Cloud Marketplace. Categories may include Oracle unbranded and branded data and third party and first party data.

Channel is defined as a set of integrations in a particular vertical that encompass data endpoints for activation in attribution, display, email, mobile, search, site optimization, social or standalone video.

Domain is defined as a unique name that identifies a single website. A domain can be a parent site (e.g., for display: www.example.com; and for mobile: www.example.mobi), a subdomain site (e.g., west.example.com); a country specific domain (e.g., for Canada: www.example.ca); and each of these examples would be considered one domain.

File Format is defined as the pattern and convention by which a computer program stores information in a file.

Instance is defined as a single deployment of an Oracle Cloud Service ordered by You.

Look-alike Modeling is defined as Using 1st, 2nd, and/or 3rd party data, to train a multivariate model to find a prospecting audience that is similar to Your customers and converters.

Marketing Channel is defined as a set of integrations which allow You to send data end points for activation to vendors within media targeting (which includes display, mobile, and video), search, social, site optimization, attribution, and email networks.

Match, Matching or Matched is defined as a process that enables You to port Your off-line data into an Oracle Marketing Cloud Service in order to achieve greater reach and scale when targeting anonymous user audiences.

Model: is defined as a single model request submitted to the Look-alike model activation vendor.

A **Server Call** is generated each time data is sent to Oracle servers to process. Typically, all pages on a digital property are tagged and that tag will gather information from the browser and fire a server call, sending all data for the page on a single Server Call. However, many clients have other page interactions tagged, which can generate additional Server Calls from within a single page. Examples that will generate additional server calls include but are not limited to: link tracking, file downloads, hover events, partial form fills, and video completion %, among others.

Tag Management is defined as an Oracle Marketing Cloud Service feature which You use to manage tags.

Taxonomy is defined as the way in which data is classified within the Your Oracle Cloud Service.

1,000 Impressions is defined as 1,000 Impressions per Month, where one Impression means as a single measure of the number of times an ad is displayed. Whether or not an ad is clicked on is not relevant for counting number of Impressions. Each time an ad displays it is counted as one Impression.

1,000 Page Views is defined as 1,000 Page Views per Month, where one Page View means one visit by a unique internet user to a particular page on a website.

Unsampled Reports is defined as reports that return results on the entire population of users, providing more granular report results on users for smaller data sets.

OHash ID means a non-personally identifiable unique identifier derived from a piece of personal information (such as an email address or telephone number) using Oracle’s proprietary OHash or other hashing techniques.

OHash Linkage Data means a mapping between two or more non-personally identifiable unique identifiers, consisting of at least one OHash ID and at least one Unique User ID.

Participants means You and other third parties participating in the Oracle Match Multiplier program.

Unique User means a user of a website or mobile application or a recipient of an email.

Unique User ID means a non-personally identifiable identifier (usually captured in alpha-numeric symbols) assigned to a Unique User.

Service Descriptions

Oracle Marketer Starter Audience Data Management Cloud Service-Instance

Part #: B79171

Users of the Oracle Marketer Starter Audience Data Management Cloud Service are authorized to access the following module and features:

- Oracle Marketer Starter Audience Data Management Cloud Service
- Tag Management
- Audience Analytics reports
- Channel standard integrations included in each Marketing Channel
- Unlimited data activation per Marketing Channel

Usage Limits: The Oracle Marketer Starter Audience Data Management Cloud Service is subject to the following usage limits:

- Oracle will provision one (1) Instance of this Oracle Cloud Service.
- 1 Marketing Channel allowed¹
- Maximum of 500 categories in Your Taxonomy (includes self-classification)
- Maximum of 100 Million Monthly Page Views
- 50 Unsampled Reports
- Maximum of 50 Look-alike Modeling Reports, if Look-alike Models are used.

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.

¹ 1 Marketing Channel allowed. In the event You have also purchased an Oracle Eloqua Cloud Service or Oracle Responsys Cloud Service product, the Email Marketing Channel is automatically included for free and not counted towards the 1 allowed Channel. Thus You may have access to 2 Marketing Channels. Note the Email Marketing Channel is limited and only allows for the passage of data from the Oracle Marketing Cloud Service into the Oracle Eloqua Cloud Service or Oracle Responsys Cloud Service platforms.

Oracle Marketer Basic Audience Data Management Cloud Service-Instance

Part #: B79172

Users of the Oracle Marketer Basic Audience Data Management Cloud Service are authorized to access the following module and features:

- Oracle Marketer Basic Audience Data Management Cloud Service
- Tag Management
- Audience Analytics reports
- Access to all channel integrations included in each Marketing Channel
- Unlimited data activation per channel

Usage Limits: The Oracle Marketer Basic Audience Data Management Cloud Service is subject to the following usage limits:

- Oracle will provision one (1) Instance of this Oracle Cloud Service.
- 2 Marketing Channels allowed²
- 1 Offline Data Source
- Maximum of 2500 categories in Your Taxonomy (including self-classification)
- Maximum of 300 Million Monthly Page Views
- 50 Unsourced Reports
- Maximum of 50 Look-alike Modeling Reports, if Look-alike Models are in use

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

Oracle Marketer Professional Audience Data Management Cloud Service-Instance

Part #: B79173

² 2 Marketing Channels allowed. In the event You have also purchased an Oracle Eloqua Cloud Service or Oracle Responsys Cloud Service product, the Email Marketing Channel is automatically included and not counted towards the 2 allowed Channels. Thus You may have access to 3 Marketing Channels. Note the Email Marketing Channel is limited and only allows for the passage of data from the Oracle Marketing Cloud Service into the Oracle Eloqua Cloud Service or Oracle Responsys Cloud Service platforms.

Users of the Oracle Marketer Professional Audience Data Management Cloud Service are authorized to access the following module and features:

- Oracle Marketer Professional Audience Data Management Cloud Service
- Tag Management
- Audience Analytics reports
- Access to all channel integrations included in each Marketing Channel
- Unlimited data activation per channel

Usage Limits: The Oracle Marketer Professional Audience Data Management Cloud Service is subject to the following usage limits:

- Oracle will provision one (1) Instance of this Oracle Cloud Service.
- 8 Marketing Channels allowed
- 2 Offline Data Sources
- Maximum of 2500 categories in Your Taxonomy (including self-classification)
- Maximum of 500 Million Monthly Page Views
- 50 Unsourced Reports
- Maximum of 50 Look-alike Modeling Reports, if Look-alike models are in use

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

Oracle Marketer Global Audience Data Management Cloud Service-Instance

Part #: B79174

Users of the Oracle Marketer Global Audience Data Management Cloud Service are authorized to access the following module and features:

- Oracle Marketer Global Audience Data Management Cloud Service
- Tag Management
- Audience Analytics reports
- Access to all channel integrations included in each Marketing Channel
- Unlimited data activation per channel

Usage Limits: The Oracle Global Professional Audience Data Management Cloud Service is subject to the following usage limits:

- Oracle will provision one (1) Instance of this Oracle Cloud Service.
- 8 Marketing Channels allowed
- 4 Offline Data Sources

- Maximum of 5000 categories in Your Taxonomy (including self-classification)
- Maximum of 1 Billion Monthly Page Views
- 50 Unsampled Reports
- Maximum of 50 Look alike Modeling Reports, if Look alike models are in use

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

CRM Onboarding Cloud Service-Site Match-File Format

Part # B79183

The CRM Onboarding Cloud Service Site Match add-on allows for the upload of one (1) offline data source (*i.e.*, a non-web based data source such as a CRM file or email list) in addition to the offline data sources allowed via Your Oracle Marketer or Publisher Audience Data Management Cloud Service, to enable that data source to be Matched by the Oracle Cloud Service.

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.

CRM Onboarding Cloud Service-Third Party Match-File Format

Part # B79184

The CRM Onboarding Cloud Service Third Party Match add-on allows for the upload of one (1) additional offline data source (*i.e.*, a non-web based data source such as a CRM file or email list) beyond the amount of offline data sources allowed via Your Oracle Marketer or Publisher Audience Data Management Cloud Service.

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.

Additional Marketing Channel Cloud Service-Channel

Part # B79185

The Additional Marketing Channel Cloud Service provides use of one (1) additional Marketing Channel to one of the following Cloud Services ordered by You: Oracle Marketer, Oracle Publisher, or Oracle Audience Cloud Service.

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.

Additional Page Views for Marketer Cloud Service-Bundle of 100M-Each

Part #s B79195

The Additional Page Views for Marketer Cloud Service provides an additional 100M Page Views to those included in Your Oracle Marketer Cloud Service.

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.

Additional Categories Cloud Service-Category

Part # B79188

The Additional Categories Cloud Service provides one (1) additional Category to one of the following Cloud Services ordered by You: Oracle Marketer, Oracle Publisher, Oracle Mobile, or Oracle Search Audience Data Management Cloud Service.

The Additional Categories Cloud Service-Category is subject to usage limits based on the following:

- A maximum number of Categories as defined in your order

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.

Oracle Media Audience Analytics Cloud Service-1,000 Impressions

Part # B79181

Users of the Oracle Media Audience Analytics Cloud Service are authorized to access the following module:

- Oracle Media Audience Analytics Cloud Service

Usage Limits: The Oracle Media Audience Analytics Cloud Service is subject to the following usage limits:

- Oracle will provision one (1) Instance of this Oracle Cloud Service (additional Instances may be purchased subject to additional fees), which supports display and mobile web media
- 50 Unsampled Reports
- Maximum of 50 Look-alike Modeling Reports, if Look-alike models are in use

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.

Publisher Starter Audience Data Management Cloud Service-Instance

Part #: B79175

Users of the Oracle Publisher Starter Audience Data Management Cloud Service are authorized to access the following module and features:

- Oracle Publisher Starter Audience Data Management Cloud Service
- Audience Analytics Reports
- Access to all channel integrations included in each Marketing Channel
- Unlimited data activation per channel

Usage Limits: The Oracle Publisher Starter Audience Data Management Cloud Service is subject to the following usage limits:

- Oracle will provision one (1) Instance of this Oracle Cloud Service (additional Instances may be purchased subject to additional fees).
- 1 Marketing Channel allowed³
- Maximum of 100 categories Taxonomy (including self-classification)
- Maximum of 100 Million Monthly Page Views
- 50 Unsampled Reports
- Maximum of 50 Look-alike Modeling Reports, if Look-alike models are in use

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.

Publisher Basic Audience Data Management Cloud Service-Instance

Part #: B79176

Users of the Oracle Publisher Basic Audience Data Management Cloud Service are authorized to access the following module and features:

- Oracle Publisher Basic Audience Data Management Cloud Service
- Audience Analytics Reports
- Access to all channel integrations included in each Marketing Channel
- Unlimited data activation per channel

Usage Limits: The Oracle Publisher Basic Audience Data Management Cloud Service is subject to the following usage limits:

³ 1 Marketing Channel allowed. In the event You have also purchased an Oracle Eloqua Cloud Service or Oracle Responsys Cloud Service product, the Email Marketing Channel is automatically included and not counted towards the 1 allowed Channel. Thus You may have access to 2 Marketing Channels. Note the Email Marketing Channel is limited and only allows for the passage of data from the Oracle Marketing Cloud Service into the Oracle Eloqua Cloud Service or Oracle Responsys Cloud Service platforms.

- Oracle will provision one (1) Instance of this Oracle Cloud Service (additional Instances may be purchased subject to additional fees).
- 3 Marketing Channels allowed⁴
- Maximum of 3000 categories of Taxonomy (including self-classification)
- Maximum of 750 Million Monthly Page Views
- 50 Unsampled Reports
- Maximum of 50 Look-alike Modeling Reports, if Look alike models are in use

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.

Publisher Professional Audience Data Management Cloud Service-Instance

Part #: B79177

Users of the Oracle Publisher Pro Audience Data Management Cloud Service are authorized to access the following module and features:

- Oracle Publisher Pro Audience Data Management Cloud Service
- Tag Management
- Audience Analytics Reports
- Access to all channel integrations included in each Marketing Channel
- Unlimited data activation per channel

Usage Limits: The Oracle Publisher Basic Audience Data Management Cloud Service is subject to the following usage limits:

- Oracle will provision one (1) Instance of this Oracle Cloud Service (additional Instances may be purchased subject to additional fees).
- 8 Marketing Channels allowed
Maximum of 7500 categories in Your Taxonomy (including self-classification)
- Maximum of 1.5 Billion Monthly Page Views
- 50 Unsampled Reports
- 1 offline data source
- Maximum of 50 Look-alike Modeling Reports, if Look-alike models are in use

Oracle Cloud Policies:

⁴ 3 Marketing Channel allowed. In the event You have also purchased an Oracle Eloqua Cloud Service or Oracle Responsys Cloud Service product, the Email Marketing Channel is automatically included and not counted towards the 3 allowed Channels. Thus You may have access to 4 Marketing Channels. Note the Email Marketing Channel is limited and only allows for the passage of data from the Oracle Marketing Cloud Service into the Oracle Eloqua Cloud Service or Oracle Responsys Cloud Service platforms.

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.

Additional Page Views for Publisher Starter Audience Data Management Cloud Service-1,000 Page Views

Part #: B79192

The Additional Page Views for Publisher Starter Audience Data Management Cloud Service provides an additional 1,000 Page Views to those available via Your Oracle Publisher Cloud Service.

The Additional Page Views for Publisher Starter Audience Data Management Cloud Service, 1000 Page Views is subject to usage limits based on the following:

- A maximum of 1,000 Page Views as defined in your order

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.

Additional Page Views for Publisher Basic Audience Data Management Cloud Service-1,000 Page Views

Part #: B79193

The Additional Page Views for Publisher Basic Audience Data Management Cloud Service provides an additional 1,000 Page Views to those available via Your Oracle Publisher Cloud Service.

The Additional Page Views for Publisher Basic Audience Data Management Cloud Service - 1,000 Page Views is subject to usage limits based on the following:

- A maximum of 1,000 Page Views as defined in your order

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.

Additional Page Views for Publisher Professional Audience Data Management Cloud Service-1,000 Page Views

Part #: B79194

The Additional Page Views for Publisher Professional Audience Data Management Cloud Service provides an additional 1,000 Page Views to those available via Your Oracle Publisher Cloud Service.

The Additional Page Views for Publisher Professional Audience Data Management Cloud Service - 1,000 Page Views is subject to usage limits based on the following:

- A maximum of 1,000 Page Views as defined in your order

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.

Tag Management Cloud Service-Instance

Part #B79182

The Tag Management Cloud Service-Instance provides Marketers and Publishers use of Tag Management services.

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.

Mobile Audience Data Management Cloud Service-Instance

Part # B79178

Users of the Oracle Mobile Audience Data Management Cloud Service-Instance are authorized to access the following module and features:

- Oracle Mobile Audience Data Management Cloud Service
- Tag Management
- Audience Analytics reports
- Access to all channel integrations included in Mobile Marketing Channel
- Unlimited data activation in the Mobile Marketing channel

Usage Limits: The Oracle Mobile Audience Data Management Cloud Service is subject to the following usage limits:

- Oracle will provision one (1) Instance of this Oracle Cloud Service
- Mobile Marketing Channel⁵
- 1 Offline Data Source
- Maximum of 500 categories in Your Taxonomy (includes self-classification)
- Maximum of 300 Million Monthly Page Views
- 50 Unsampled Reports
- Maximum of 50 Look-alike Modeling Reports, if Look-alike models are in use

⁵ In the event You have also purchased an Oracle Eloqua Cloud Service or Oracle Responsys Cloud Service product, the Email Marketing Channel is automatically included in addition to the Mobile Marketing Channel. Note the Email Marketing Channel is limited and only allows for the passage of data from the Oracle Marketing Cloud Service into the Oracle Eloqua Cloud Service or Oracle Responsys Cloud Service platforms.

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

Additional Search Channel Search Category Cloud Service for Marin-Bundle of 25 Search Categories-Category

Part # B79189

The additional Search Channel Search Category Cloud Service for Marin provides an additional 25 Search Categories to those included in Your Oracle Marin Search Cloud Service.

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.

Search Channel Activation Vendors Cloud Service for Marin- Activation Vendor

Part # B79190

The additional Search Channel Activation Vendors Cloud Service for Marin provides support for 3 additional Vendors to those included in Your Oracle Marin Search Cloud Service.

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.

Additional Page Views for Search Channels Cloud Service for Marin-Bundle of 200M Page Views-Each

Part # B79191

The Additional Page Views for Search Channels Cloud Service for Marin provides for 200MM additional Page Views to those included in Your Oracle Marin Search Cloud Service.

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.

Oracle Match Multiplier Cloud Service

Part #: B79671

Users of the Oracle Match Multiplier Cloud Service are authorized to access the following module in the platform:

- Oracle Match Multiplier Cloud Service

Usage Limits: The Oracle Match Multiplier Cloud Service is subject to the following usage limits:

- Oracle will enable and configure the Oracle Match Multiplier Cloud Service as part of the Oracle Marketing Cloud Services
- Use of the Oracle Match Multiplier Cloud Service requires a subscription to the Oracle Marketing Cloud Services

The features of Oracle Match Multiplier Cloud Service enable You to:

- Generate oHashes
- Make Your oHash data available in the Match Multiplier oHash Pool
- Access oHash linkage Data in the Match Multiplier oHash Pool
- Link Anonymous user IDs with Unique User IDs for marketing purposes, including transferring Unique User IDs to external platforms or between Oracle Cloud Services, cross-device targeting, and matching offline or hashed PI data to online IDs

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

Oracle Direct Ingest Cloud Service-File Format

Part # B79969

This Oracle Direct Ingest Cloud Service-File Format add-on allows for the upload of one (1) offline file that includes Your mobile advertising IDs and associated mobile user attributes for use in conjunction with one of the following Cloud Services ordered by you: Oracle Marketer, Oracle Publisher, or Oracle Mobile Audience Cloud Service.

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

Oracle Look-Alike Model Cloud Service – Model

Applicable Part #B82291

Users of the Oracle Look-Alike Model Cloud Service are authorized to access the following module and feature:

- Oracle Look-Alike Model Cloud Service
- Audience Analytics reports

Usage Limits: The Oracle Look-Alike Model Cloud Service is subject to the following usage limits:

- Oracle will provision one (1) instance of this Oracle Cloud Service
- 1 marketing channel allowed, i.e., Display channel only
- Data activation to 3 vendors within the Display channel
- Minimum of 5 Models allowed, maximum of 8
 - A Model counts towards the total number of allowed Models under Your order only when the model status is set to active.
 - A Model may not be deleted. Should You wish to de-activate a Model, the Model will no longer count towards Your total number of allowed Models.
 - Once a Model request is submitted to the Look-alike model vendor, the model input or signal audience cannot be changed. Should You wish to modify the input or signal audience, You will be required to create a new model request, which will be consider to be independent of, and will be counted separately from, Your previous model request.

Oracle Cloud Policies:

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

Oracle Look-Alike Model Management Cloud Service – Impressions

Applicable Part # B82292

Users of the Oracle Look-Alike Model Management Cloud Service are authorized to access the following module:

- Oracle Look-Alike Model Management Cloud Service

Usage Limits: The Oracle Look-Alike Model Management Cloud Service is subject to the following usage limits:

- Minimum purchase of 36 million impressions for a one year contract term, or 9 million impressions for a 3 month contract term

Oracle Cloud Policies:

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

Oracle Additional Activation Vendors Cloud Service – Bundle of Three – Activation Vendor

Applicable Part #B82293

The Oracle Additional Activation Vendors Cloud Service provides three (3) activation vendors in addition to those included in Your Oracle Look-Alike Model Cloud Service.

Oracle Cloud Policies:

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

Oracle Look-Alike Model Display Media Execution Cloud Service – Impressions

Applicable Part # B82294

Users of the Oracle Look-Alike Model Display Media Execution Cloud Service are authorized to access the following module:

- Oracle Look-Alike Model Display Media Execution Cloud Service

Usage Limits: The Oracle Look-Alike Model Display Media Execution Cloud Service is subject to the following usage limits:

- Media execution within the AppNexus platform only

Oracle Cloud Policies:

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

Oracle Server Data Transfer Batch Delivery Service for First Party Data Cloud Service - Secure FTP File

Applicable Part # B82296

Users of the Oracle Server Data Transfer Batch Delivery Service for First Party Data Cloud Service are authorized to access the following module:

- Oracle Server Data Transfer Batch Delivery Service for First Party Data Cloud Service

Usage Limits: The Oracle Server Data Transfer Batch Delivery Service for First Party Data Cloud Service is subject to the following usage limits:

- One (1) instance for this Oracle Cloud Service
- For each license of this Oracle Cloud Service purchased, Oracle will establish one (1) secure FTP connection, for the purpose of delivering a file of Your first party data from Your BlueKai Audience Data Management instance to the requested Analytics Destination
- File will be refreshed at mutually agreed upon frequency (e.g., weekly or monthly)
- Each license of Oracle Server Data Transfer Batch Delivery Service for First Party Data purchased may only be sent to one (1) Analytics Destination each calendar month
- Analytics file and Oracle Data used in conjunction with analytics is for Your internal use only and may not be used for any other purpose including targeted advertising or campaign execution purposes

Oracle Cloud Policies:

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

Oracle Additional Un-Sampled Reports for Audience Data Management Cloud Service – Bundle of 25 – Reports

Applicable Part # B82297

The Additional Un-Sampled Reports for Audience Data Management Cloud Service provides 25 un-sampled reports in addition to those included in one of the following Cloud Services ordered by You: Oracle Marketer, Oracle Publisher, Oracle Mobile, or Oracle Search Audience Data Management Cloud Service.

Oracle Cloud Policies:

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

Oracle Infinity Standard Digital Analytics Cloud Service – 1,000 Server Calls

Applicable Part # B88839

Users of the Oracle Infinity Standard Digital Analytics Cloud Service are authorized to access the following modules or features:

- Infinity Tag for data collection
- Infinity iOS and/or Android SDKs
- Report Collections
- Reports – Default Reports + ability to modify and save existing reports or create new reports from within the UI
- Reusable Report Objects, including Dimensions, Measures and Segments, and their associated in-application Builders
- Library
- Account Settings
- REST API for Report Data Extraction

Usage Limits: The Oracle Infinity Standard Digital Analytics Cloud Services is subject to usage limits based upon:

- Number of 1,000 Server Calls as set forth in Your order.
- Row Limits on REST API data extraction – There is a limit of 300K rows per data extraction
- 25 months of data retention

Oracle Cloud Policies:

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

Oracle Infinity Premium Digital Analytics Cloud Service – 1,000 Server Calls

Applicable Part # B88840

Users of the Oracle Infinity Premium Digital Analytics Cloud Service are authorized to access the following modules or features:

- Infinity Tag for data collection
- Infinity iOS and/or Android SDKs
- Report Collections
- Reports – Default Reports + Report Builder
- Reusable Report Objects, including Dimensions, Measures and Segments, and their associated in-application Builders
- Library
- Account Settings
- Streams module
- Action Center module
- REST API for Report Data Extraction
- Streams API
- Access to VisitorID (VID)-level parameters

Usage Limits: The Oracle Infinity Standard Digital Analytics Cloud Services is subject to usage limits based upon:

- Number of 1,000 Server Calls as set forth in Your order.
- Row Limits on REST API data extraction – There is a limit of 3M rows per data extraction
- 25 months of customer data retention

Oracle Cloud Policies:

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

Oracle Infinity Data Connector Cloud Service – 1,000 Server Calls

Applicable Part # B88841

Users of the Oracle Infinity Data Connector are provided the following:

- Connections – Each connection consists of two elements
 - The query that defines the data to be included in the transfer
 - The location and schedule for the transfer

Usage Limits: The Oracle Infinity Data Connector Cloud Services is subject to usage limits based upon:

- Maximum of 5 active Connections at any time
- 48 hour time limit from the time at which the data is recorded by Oracle in which to retrieve data
- Client must have a system capable of consuming the volumes and velocity of data being delivered. Oracle is only responsible for the transmission of the data.

Oracle Cloud Policies:

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

Oracle Infinity Streams Cloud Service – 1,000 Server Calls

Applicable Part # B88842

Users of the Oracle Infinity Streams Cloud Service are provided access to the following:

- Access to the Streams module
- Access to Action Center module
- Ability to define and save Streams Labs
- Ability to connect saved Streams Labs to actions within Action Center

Usage Limits:

- Limit of 100 distinct Streams running at any one time
- No data retention

Oracle Cloud Policies:

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

Oracle Infinity Extended Data Retention – 1,000 Server Calls

Applicable Part # B88843

Users of the Oracle Infinity Extended Data Retention are provided access to the following:

- Additional 12 months of data beyond standard retention of 25 months, for a total retention of 37 months
- Access to retained data through the calendar selector within the reports
- Data will be deleted on a monthly basis to maintain a rolling 37 months

Oracle Cloud Policies:

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

Retired Parts

Additional Domain for Marketer Cloud Service-Domain

Part #s B79186

The Additional Domain for Marketer Cloud Service allows You to add one (1) additional Domain to Your Oracle Marketer Cloud Service.

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.

Additional Domain for Publisher Cloud Service-Domain

Part #B79187

The Additional Domain for Publisher Cloud Service-Domain provides one (1) Domain in addition to what is included in Your Oracle Publisher Cloud Service.

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.

Search Audience Data Management Cloud Service-Instance

Part # B79179

Users of the Oracle Search Data Management Cloud Service-Instance are authorized to access the following module:

- Oracle Search Audience Data Management Cloud Service
- Audience Analytics reports
- Access to all channel integrations included in Search Marketing Channel
- Unlimited data activation in the Search Marketing channel

Usage Limits: The Oracle Search Audience Data Management Cloud Service is subject to the following usage limits:

- Oracle will provision one (1) Instance of this Oracle Cloud Service.
- ~~Search Marketing Channel~~⁶
- Maximum of 100 categories in Your Taxonomy (includes self-classification)
- Maximum of 100 Million Monthly Page Views
- 50 Unsampled Reports
- Maximum of 50 Look-alike Modeling Reports, if Look-alike models are in use

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.

Search Channel Audience Data Management Cloud Service for Marin-Instance

Part # B79180

Users of the Search Channel Audience Data Management Cloud Service for Marin-Instance are authorized to access the following module:

- Search Channel Audience Data Management Cloud Service for Marin

Usage Limits: The Search Channel Audience Data Management Cloud Service for Marin is subject to the following usage limits:

- Oracle will provision one (1) Instance of this Oracle Cloud Service.
- ~~Search Marketing Channel~~
- Maximum of 100 categories in Your Taxonomy (Marin or Oracle-based; includes self-classification)
- Maximum of 150 Million Monthly Page Views

⁶ In the event You have also purchased an Oracle Eloqua Cloud Service or Oracle Responsys Cloud Service product, the Email Marketing Channel is automatically included in addition to the Search Marketing Channel. Note the Email Marketing Channel is limited and only allows for the passage of data from the Oracle Marketing Cloud Service into the Oracle Eloqua Cloud Service or Oracle Responsys Cloud Service platforms.

- 50 Unsourced Reports
- 2 vendors for activation (Facebook and Google Display Network)

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.