



Oracle Global Price List

Oracle Marketing Cloud Global Price List

Including: CrowdTwist, Eloqua, Infinity, Maxymiser, & Responsys

March 17, 2021

Prices shown in USD - USA (Dollar)

Oracle Marketing Cloud Pricing CrowdTwist Cloud Subscription Services

Customers must first license CrowdTwist Cloud Service, then add optional services. Customers must also purchase Consulting (*If you are an Oracle Partner Network (OPN) member, please contact your Oracle representative for additional information*):

- 1) New customers must also purchase CrowdTwist Program Management - Standard (*contract terms of CrowdTwist Cloud Service and CrowdTwist Program Management must match*), **AND** purchase either CrowdTwist Program Setup & Configuration - Standard **OR** CrowdTwist Program Setup & Configuration - Advanced.
- 2) Renewal customers must also purchase either CrowdTwist Program Management - Standard, OR CrowdTwist Program Management - Hourly

	Subscription Price	Price Measure	Metric	Minimum Metric Quantity	Part Number
CrowdTwist Platform					
CrowdTwist Cloud Service	68	Monthly	1,000 Active Members	500	B92522
CrowdTwist Optional Services					
CrowdTwist Additional Program Instance Cloud Service	1,000	Monthly	Each	-	B92606
CrowdTwist Additional Test Environment Cloud Service	8,300	Monthly	Each	-	B92523
CrowdTwist Receipt Scanning Cloud Service	4,200	Monthly	10,000 Receipt Scans	-	B92524
CrowdTwist Website Hosting Cloud Service	16,600	Monthly	Each	-	B92526

Oracle Marketing Cloud Pricing Eloqua Cloud Subscription Services

When pricing Eloqua applications, if the price column references a table, go to that table and locate the appropriate price point based on the Band most appropriate for the customer. Contact Maximum Bands are "Up to", e.g. Band 5 - "50,000" indicates the customer is licensed for any number of Contacts up to 50,000, but no more.

All new customers must purchase an Eloqua Platform. Additionally, it is highly recommended that all customers also purchase an Eloqua All Access Education Pass (AAEP), and one of the Eloqua Smart Start Consulting Services Packages.

	Subscription Price	Price Measure	Metric	Minimum Metric Quantity	Part Number
Eloqua Platforms					
Eloqua Marketing Basic Cloud Service	see Eloqua Platform Table	Monthly	10,000 Contacts	-	B74155
Eloqua Marketing Standard Cloud Service	see Eloqua Platform Table	Monthly	10,000 Contacts	-	B74156
Eloqua Marketing Enterprise Cloud Service	see Eloqua Platform Table	Monthly	10,000 Contacts	50	B74157
Eloqua Platform Add-Ons					
<i>To price Eloqua Platform Add-Ons, use the <u>Eloqua Marketing Basic Add-On</u> column in the Eloqua Platform Pricing Table. Pricing for Eloqua Platform Add-ons must use the same Contact Maximum Band as the licensed Eloqua Platform.</i>					
Eloqua Advanced Intelligence Cloud Service	150,000	Annual	Each	-	B92791
Eloqua Advanced Lead Scoring Cloud Service	see Eloqua Platform Table	Monthly	10,000 Contacts	-	B74163
Eloqua Event Management Cloud Service	see Eloqua Platform Table	Monthly	10,000 Contacts	-	B74165
Eloqua Security Administration Cloud Service	see Eloqua Platform Table	Monthly	10,000 Contacts	-	B74167
Eloqua Sales/CRM Integration Add-On's					
Eloqua Engage Cloud Service	200	Annual	Hosted Named User	-	B74169
Eloqua Customer Profiler Cloud Service	200	Annual	Hosted Named User	-	B74170
Eloqua Additional Marketing Users					
Eloqua Marketing Additional User Cloud Service	840	Annual	Hosted Named User	-	B74173
Eloqua Identity Users					
Eloqua Identity Cloud Service for Salesforce	45	Annual	Hosted Named User	-	B74174
Eloqua Additional Environments					
Eloqua Basic Additional Test Environment Cloud Service	6,000	Annual	Test Environment	-	B76746
Eloqua Standard Additional Test Environment Cloud Service	12,000	Annual	Test Environment	-	B76747
Eloqua Enterprise Additional 5 Environments Cloud Service	100,000	Annual	Environment	-	B76093
Eloqua Secure Microsite (SSL Encryption) Add-On's					
Eloqua Secure Microsite	2,000	-	Each	-	B89080
Eloqua Technical Add-On's					
Eloqua Advanced Data Security Cloud Service	18,000	Annual	Each	-	B74179
Eloqua Data Tools Cloud Service	15,000	Annual	Each	-	B76464
Eloqua Advanced Data Privacy Cloud Service	60,000	Annual	Each	-	B82783
Eloqua HIPAA Advanced Data Privacy Cloud Service	60,000	Annual	Each	-	B78446
Oracle Match Multiplier Cloud Service	0.0000	Annual	Each	-	B79671
Oracle Fusion Customer Data Management					
Oracle Fusion Customer Data Management Cloud Service	35	Monthly	Hosted Named User	10	B91434
Oracle Fusion Data Quality Cloud Service	10	Monthly	Hosted 1000 Records	-	B91072
Oracle Adaptive Intelligence Applications - Powered by DataFox					
Oracle DataFox for Eloqua Cloud Service	see Eloqua Platform Table	Monthly	Hosted 10,000 Records	-	B91227
Eloqua Branding & Configuration					
Eloqua Standard Branding and Configuration Cloud Service	5,000	Annual	Each	-	B74184
Eloqua Enterprise Branding and Configuration - High Volume Cloud Service	7,500	Annual	Each	-	B74185
Eloqua Premium Branding and Configuration - Multiple Brands Cloud Service	12,000	Annual	Each	-	B74186

Eloqua Platform Tables

Eloqua Cloud Pricing Instructions:

The below two tables provides the "per Contact Maximum Band per Month" price and are not per 10,000 Contacts. The quote lists the per 10,000 Contacts price, whereas the price list shows the total price for the whole band. The below shows the actual monthly list price for each Contact Maximum Band. The price per 10,000 Contacts can be determined by dividing the Monthly Subscription price by the Quantity per 10,000 for the specific band being quoted. For Example: Band 10 is for 100,000 contacts. The quantity to quote for this band is 10. The price per 10,000 Contacts for Eloqua Marketing Basic (in USD) is \$450 (4,500/10) and the total price for that band is \$4,500.

Note that for each band, the list price is calculated at the Contact Maximum and should be the only quantity used for each band. Any "in-between" quantity must be rounded up to the next Band. For example, if the customer suggests 255,200 contacts, then quote them band-14, which licenses them for up to 300,000 contacts. Ideally, quote a Contact Maximum band that will suffice through the end of their contract term.

Eloqua Platform Table			Subscription Price Bands 1-30						Subscription Price Bands 31-59						
Band	Contact Maximum per Month	Quantity per 10,000	Eloqua Marketing Basic	Eloqua Marketing Standard	Eloqua Marketing Enterprise	Eloqua Marketing Basic Add-On	Oracle DataFox for Eloqua	Band	Contact Maximum per Month	Quantity per 10,000	Eloqua Marketing Basic	Eloqua Marketing Standard	Eloqua Marketing Enterprise	Eloqua Marketing Basic Add-On	Oracle DataFox for Eloqua
1	10,000	1	2,000	4,000		700	1,500	31	1,500,000	150	10,500	21,000	42,000	3,500	7,875
2	20,000	2	2,500	5,000		850	1,875	32	1,750,000	175	10,800	21,600	43,200	3,600	8,100
3	30,000	3	3,100	6,200		1,050	2,325	33	2,000,000	200	11,000	22,000	44,000	3,650	8,250
4	40,000	4	3,300	6,600		1,100	2,475	34	2,250,000	225	11,500	23,000	46,000	3,800	8,625
5	50,000	5	3,500	7,000		1,200	2,625	35	2,500,000	250	12,000	24,000	48,000	4,000	9,000
6	60,000	6	3,750	7,500		1,250	2,812	36	2,750,000	275	12,250	24,500	49,000	4,100	9,188
7	70,000	7	3,850	7,700		1,300	2,887	37	3,000,000	300	12,500	25,000	50,000	4,200	9,375
8	80,000	8	4,300	8,600		1,400	3,225	38	3,500,000	350	13,250	26,500	53,000	4,400	9,938
9	90,000	9	4,400	8,800		1,450	3,300	39	4,000,000	400	14,000	28,000	56,000	4,600	10,500
10	100,000	10	4,500	9,000		1,500	3,325	40	4,500,000	450	14,500	29,000	58,000	4,800	10,875
11	150,000	15	4,750	9,500		1,583	3,562	41	5,000,000	500	15,000	30,000	60,000	5,000	11,250
12	200,000	20	5,000	10,000		1,700	3,750	42	5,500,000	550	15,500	31,000	62,000	5,150	11,625
13	250,000	25	5,400	10,800		1,800	4,050	43	6,000,000	600	16,000	32,000	64,000	5,400	12,000
14	300,000	30	5,750	11,500		1,900	4,313	44	6,500,000	650	17,000	34,000	68,000	5,700	12,750
15	350,000	35	6,150	12,300		2,050	4,613	45	7,000,000	700	18,000	36,000	72,000	6,000	13,500
16	400,000	40	6,500	13,000		2,150	4,875	46	7,500,000	750	19,000	38,000	76,000	6,300	14,250
17	450,000	45	6,900	13,800		2,300	5,175	47	8,000,000	800	20,000	40,000	80,000	6,500	15,000
18	500,000	50	7,300	14,600	29,200	2,400	5,475	48	8,500,000	850	20,500	41,000	82,000	6,750	15,375
19	550,000	55	7,550	15,100	30,200	2,500	5,663	49	9,000,000	900	21,000	42,000	84,000	7,000	15,750
20	600,000	60	7,800	15,600	31,200	2,600	5,850	50	9,500,000	950	21,500	43,000	86,000	7,200	16,125
21	650,000	65	8,050	16,100	32,200	2,650	6,038	51	10,000,000	1,000	22,000	44,000	88,000	7,400	16,500
22	700,000	70	8,300	16,600	33,200	2,700	6,225	52	15,000,000	1,500	33,000	66,000	132,000	11,000	24,750
23	750,000	75	8,550	17,100	34,200	2,850	6,413	53	20,000,000	2,000	44,000	88,000	176,000	14,700	33,000
24	800,000	80	8,800	17,600	35,200	2,900	6,600	54	25,000,000	2,500	55,000	110,000	220,000	18,000	41,250
25	850,000	85	9,050	18,100	36,200	3,000	6,788	55	30,000,000	3,000	57,000	114,000	228,000	19,000	42,750
26	900,000	90	9,300	18,600	37,200	3,100	6,975	56	40,000,000	4,000	58,500	117,000	234,000	19,500	43,875
27	950,000	95	9,650	19,300	38,600	3,200	7,238	57	50,000,000	5,000	60,000	120,000	240,000	20,000	45,000
28	1,000,000	100	10,000	20,000	40,000	3,325	7,500	58	75,000,000	7,500	65,000	130,000	260,000	21,700	48,750
29	1,100,000	110	10,150	20,300	40,600	3,375	7,613	59	100,000,000	10,000	70,000	140,000	280,000	23,300	52,500
30	1,250,000	125	10,300	20,600	41,200	3,400	7,725								

Oracle Marketing Cloud Pricing Infinity Cloud Subscription Services

It is strongly recommended that Customers purchase one of the corresponding Infinity Professional Services Packages.

	Subscription Price		Price Measure	Metric	Minimum Metric Quantity	Part Number
	First 50,000	>50,000				
Infinity Cloud Platform						
Infinity IQ Cloud Service	7.50	3.00	Annual	1000 Sessions	50,000	B92792
Infinity Streams Cloud Service	2.50	1.00	Annual	1000 Sessions	50,000	B92793
Infinity Cloud Optional Services						
Infinity Data Connector Cloud Service	2.00	0.8000	Annual	1000 Sessions	50,000	B92795
Infinity Extended Data Retention Cloud Service	1.00	0.4000	Annual	1000 Sessions	50,000	B92794

Infinity Cloud Pricing Instructions:

Prices are based on thousands of Sessions per Annum. When Quoting Infinity Cloud Services for new customers, determine the Annual Sessions volume for the customer. The quantity entered may be any value as long as it is at or above 50,000. Do not enter a quantity that is below the customers' expected Maximum Annual Sessions volume.

Both Infinity Cloud Platform and Infinity Cloud Optional Services must be purchased using the same quantity of monthly sessions. Consequently, if a customer increases their monthly sessions, that new quantity must be applied to all platform and options purchased or owned.

Infinity Streams is a stand alone application and intended for inclusion with products other than Infinity. Infinity customers receive Streams functionality when they license Infinity IQ. Do not include this option with Infinity deals.

Infinity Sessions are not time-based. Neither price nor Sessions are per month. The pricing is for the amount of Sessions purchased. Sessions are valid through the end of the contract term, at which time any Sessions remaining expire. There is no rollover of Sessions.

Oracle Marketing Cloud Pricing Maxymiser Cloud Subscription Services

It is strongly recommended that new customers purchase the Maxymiser Consulting Full Service Package, Advanced.

	Subscription Price		Price Measure	Metric	Minimum Metric Quantity	Part Number
	First 50,000	>50,000				
Maxymiser Marketing Cloud Platform						
Maxymiser Testing and Personalization Cloud Service	1.00		Monthly	1000 Interactions	8,000	B90465
Marketing Recommendations Cloud Service	1.00		Monthly	1000 Recommendations	10,000	B91912

Maxymiser Marketing Cloud Pricing Instructions:

Prices listed are Monthly Subscription fees and are based on thousands of Interactions and/or Recommendations per month.

For new customers purchasing Maxymiser Testing and Personalization Cloud Service, Monthly Interactions volume should reflect the sum of traffic across all Domains served by Maxymiser. To calculate volume, multiply the sum of Unique Visitors per month across all Domains by the conversion factor of 6. For example, if the customer has a total of 3 million monthly Unique Visitors across all Domains, the estimated Monthly Interactions volume is 18 million Monthly Interactions (3 x 6 = 18MM Interactions/month). Note there is no way to estimate potential Interactions from mobiles apps so ignore mobile apps when estimating Interactions.

For customers purchasing Marketing Recommendations Cloud Service, Monthly Recommendations will be estimated as = 6x average Unique Visitors per month on pages where Recommendations will be deployed. For example, if the customer has a total of 2 million monthly Unique Visitors across all pages where they will deploy Recommendations, the estimated Monthly Recommendations is 12 million (2 x 6 = 12MM Recommendations/month).

Adjustments to interactions purchased may occur at one of three events:

- (1) **Contract renewal:** at contract renewal, the customer's Interactions and/or Recommendations usage will be captured, and contracted Interactions and/or Recommendations will be adjusted, if necessary, for the renewing contract.
- (2) **Mid-Term Expansion (Anniversary review):** For customers with multi-year contract terms, their Interactions and/or Recommendations usage will be validated at each anniversary of the multi-year term. If their Interactions and/or Recommendations usage exceeded what is allowed by their contracted interactions and/or Recommendations, their contract will be adjusted to reflect actual Interactions and/or Recommendations usage.
- (3) **Mid-Term Expansion (Domain or Mobile App addition):** Interactions and/or Recommendations should reflect traffic across all Domains and mobile apps. If a customer wishes to add new Domains during their term, and if the estimated traffic generated from these new Domains increases the customers' monthly Interaction and/or Recommendations volume, then the customer's contract will be adjusted to accommodate the increased usage.

Oracle Marketing Cloud Pricing Responsys Cloud Subscription Services

Oracle Responsys Pricing Policies

- All new Responsys customers must first purchase Responsys Marketing Platform Cloud Service then add other Responsys offerings. Initial deals require, at a minimum, 12 month term.
- Consulting Services and a related Oracle Consulting Ordering Document and companion Exhibit are necessary for initial purchase of all Responsys deals. Make sure that either, OMC GSU Services or a Specialized Partner is contacted and is collaborating on each Responsys deal.

	Subscription Price	Price Measure	Metric	Minimum Metric Quantity	Part Number
Responsys Marketing Platform Responsys Interaction Cloud Service	3.00	Annual	1000 Interactions	12,000	B89416

Quoting Responsys Marketing Platform

Responsys Marketing Platform is priced per thousand Interactions (CPM) sent annually. The quoted quantity may be any number--but do remember that each quantity = 1,000 Interactions. The old price bands no longer exist. The Responsys platform provides access to Email, SMS, and Mobile App messages sent from the Responsys platform and each one counts as an Interaction so be sure to take this into account when estimating Interaction quantities.

Responsys Marketing Platform Additional Features

Responsys Marketing Platform-Additional Features are applicable to both Primary and Additional Accounts, unless specifically noted. Responsys Marketing Platform Cloud Service starts with a Primary Account and customers may add additional Primary Accounts or Additional Accounts as needed. The additional features below may be added to either Primary or Additional Account (unless specifically noted otherwise). Customers may add additional features to just the Primary, or just the Additional Account or to both. They may add them in any quantities to either Primary or Additional Accounts.

Responsys SMS Full-Serve Cloud Service	3.00	Annual	1000 Interactions	-	B92239
Responsys SMS Full-Serve Cloud Service Maintenance Fee	1,200	Annual	Maintenance Unit	-	B92518
Responsys Barcode Enablement Cloud Service	1,000	Monthly	Account	-	B77858
Responsys Barcode Enablement Cloud Service Setup Fee	1,000	One-Time	Account	-	B78053
Responsys Behavioral Data Restore Cloud Service	5,000	One-Time	Each	-	B89013
Responsys Transactional Messaging Cloud Service	250	Monthly	Account	-	B77900
Responsys Automatic Failover for Transactional Messages Cloud Service	1,000	Monthly	Account	-	B77901
Marketing Advanced Intelligence Cloud Service	300,000	Annual	Each	-	B92241
Match Multiplier Cloud Service	0.0000	Monthly	Instance	-	B79671

Responsys AppCloud Framework for Legacy Customers

The Responsys AppCloud Framework parts are both required and available only to legacy Responsys customers approved to renew on legacy pricing (e.g., they own B77854-Responsys Marketing Platform Cloud Service). Do not quote this to customers with the current B89416 base trim.

Responsys AppCloud Framework Services Cloud Service	3.00	Per Unit	1000 Messages	-	B91243
Responsys AppCloud Platform Fee Cloud Service	100	Monthly	Account	-	B91244

Responsys Marketing Platform Included Features

Responsys Cloud Service - Additional Account	5,000	Monthly	Account	-	B89450
Responsys Collaboration Cloud Service Platform Fee	2,000	Monthly	Account	-	B77856
Responsys Connect Cloud Service for Adobe Genesis - Primary Account	500	Monthly	Account	-	B77898
Responsys Connect Cloud Service for Adobe Genesis - Additional Account	250	Monthly	Account	-	B77899
Responsys Encryption at Rest Cloud Service	2,000	Monthly	Account	-	B87734
Responsys Marketing Platform Cloud Service - Limited User	50	Monthly	Hosted Named User	5	B77857
Responsys Marketing Platform Cloud Service - Additional Brand	100	Monthly	Each	-	B90109
Responsys Marketing Platform Cloud Service - Additional Full User	100	Monthly	Hosted Named User	-	B77859
Responsys Marketing Platform Cloud Service - Additional Report-Only User	50	Monthly	Hosted Named User	-	B77905
Responsys Notifications for Undelivered Transactional Emails Cloud Service	500	Monthly	Account	-	B85447
Responsys BCC Enablement Cloud Service	500	Monthly	Account	-	B77902

Oracle Marketing Cloud Pricing Oracle Responsys Send Time Optimization

Oracle CX Audience

Oracle CX Marketing Audience Data & Segmentation Cloud Service	6
Oracle Customer Experience Audience with Oracle Data Cloud	0.6000
Responsys Send Time Optimization Cloud Service	0.6000
Responsys Send Time Optimization Cloud Service – STO Implementation	

Subscription Price	Price Measure	Metric
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Annual	1GB of Data Storage
Annual	1000 Messages
Annual	1000 Messages

Minimum Metric Quantity	Part Number
12,000	B90261
2,400	B90262
12,000	B81593
-	N/A

Requires Oracle Consulting Order Document & Exhibit

Responsys Send Time Optimization (STO)

Responsys Send Time Optimization Pricing Instructions:

Responsys Send Time Optimization Cloud Service has 2 purchase options: 1) Bring your own STO algorithm, where the customer builds the algorithm or has it built for them; 2) Customer uses Responsys built algorithm. Customers purchase either Option 1, OR Option 2. The STO Implementation Fee requires Oracle Consulting Order Document & Exhibit for customers that wish to purchase this service (it is not required). If you are an Oracle partner, please contact your Oracle PRN Representative for additional information.

Use Responsys STO Algorithm--this option is for customers that will use the STO algorithm built by Responsys. All parts are Oracle Responsys functionality. Purchase requires all parts and is priced per Account for the fees and for each Email List per Account based on CPM records. There is a mandatory minimum purchase of 12,000,000 records.

To price Responsys Send Time Optimization Cloud Service: 1) determine the customer's monthly email list size (include growth projections for term of contract); 2) multiply the Monthly Email quantity by 12 to get the customer annual commitment. Find the annual commitment in the Responsys Send Time Optimization Rate card to determine CPM price per record and multiply that by the annual commitment.

For example, if a customer has a projected email list size of 4,000,000 emails per month, multiply x 12 (months) to get 48,000,000 records. Then divide by 1,000 for CPM Records to calculate the actual quantity of 48,000. This is the quantity to enter into WebQuote. WebQuote then multiplies 48,000 by \$1.40, which equals \$67,200. This is the annual subscription.

Oracle Marketing Cloud Pricing Oracle Customer Experience Unity Subscription Services

Oracle CX Platforms *(Oracle Infinity IQ is required)*

Oracle Customer Experience Unity Cloud Service	<i>see tiers below</i>
<i>Minimum initial purchase quantity of CX Unity is 20,000.</i>	20,000
20,001 - 100,000	20
above 100,000	10

Subscription Price	Price Measure	Metric
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Annual	1000 Profiles Stored
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Minimum Metric Quantity	Part Number
-	B92618

Customer always pays for quantity of each tier. If customer purchases quantity of 200,000, the first 20,000 are priced at \$38, then 20,001 - 100,000 are priced at \$20, then the final 100,000 are priced at \$10. They do not get a \$10 price for all 200,000. The metric 1,000 Profiles Stored has no time horizon. The customer may not ever have more stored profiles than the quantity purchased. Initial purchase must be for 20,000 or more profiles stored and each customer must also own or purchase Oracle Infinity IQ.

Oracle Marketing Cloud Pricing Oracle Marketing Cloud Offerings

These Oracle Marketing Cloud Offerings are available add-on's to Eloqua, & Responsys

Oracle Marketing Cloud Deliverability

Oracle Marketing Cloud Deliverability is sold per instance so most customers will only purchase a quantity of 1 then purchase additional Events to fill their needs. The included 350 events are annual and valid through the end of the term, so a customer signing a 3 year contract has 350 * 3 = 1050 Events to use by the end of the 3 year term. Unused Events expire at the end of the term. The minimum term is 12 months.

Marketing Cloud Deliverability Plus Premium Cloud Service	10,500
Marketing Cloud Deliverability Plus Cloud Service	5,000
Marketing Cloud Deliverability Plus Additional Events Cloud Service	1,750

Subscription Price	Price Measure	Metric
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Monthly	Each
Monthly	Each
Monthly	350 Events

Minimum Metric Quantity	Part Number
-	B85220
-	B85221
-	B85222

Oracle Marketing Cloud Pricing Oracle Marketing Cloud Support Pricing

Each Oracle Marketing Cloud subscription includes Oracle Cloud Support. A customer of any Oracle Marketing Cloud offering may purchase Oracle Cloud Priority Service and other Support offerings to upgrade their Customer Support level. Customers are required to also pay Travel and Expenses incurred for certain Advanced Customer Support Offerings as listed below in the T&E column. To quote T&E for those services that require it: add part B87571--Oracle Advanced Customer Support Estimated Travel and Expense--to the quote and enter the required quantity listed in the T&E column. NOTE: If quoting multiple parts requiring part B87571, it is recommended to combine all the individual B87571 quantity requirements into a single B87571 SKU.

	Subscription Price	Price Measure	Metric	Minimum Metric Quantity	Part Number
Marketing Cloud Support Offerings					
Advanced Support Assistance for Oracle Marketing Cloud Service	25,000	Annual	Each	-	B85325
Oracle Solution Support Center for SaaS: Base Fee	10,000	Monthly	Each	-	B90813
Oracle Solution Support Center for SaaS	<i>12% Net Subscription Fee</i>	Annual	Each	-	B90626
Oracle Supplemental Resource for Oracle Cloud - Advanced Support Engineer - SaaS	1,250	Day	Each	6	B87520
Oracle Supplemental Resource for Oracle Cloud - Senior Advanced Support Engineer - SaaS	1,500	Day	Each	6	B87521
Oracle Supplemental Resource for Oracle Cloud - Technical Account Manager I - SaaS	1,250	Day	Each	6	B87518
Oracle Supplemental Resource for Oracle Cloud - Technical Account Manager II - SaaS	1,500	Day	Each	6	B87519
Eloqua Support Offerings					
Oracle Cloud Priority Support for SaaS: Base Fee	1,250	Monthly	Each	-	B86669
Oracle Cloud Priority Support for SaaS	<i>10% Net Subscription Fee</i>	Annual	Each	-	B86668

Oracle Marketing Cloud Pricing

Oracle Marketing Cloud Consulting Services Pricing

The Consulting services listed below are fixed scope offerings. No consulting services will be performed that do not appear in the Services Description of that part. All are fixed price services except those sold per hour, which are Time & Material parts billed monthly as the hours are used by the customer--just like a custom T&M contract. Services with a price measure of "One-Time" are a single fee for a specific set of services, while a price measure of "per Month" is an on going service and should be quoted for the term of the contract.

Customers are required to also pay Travel and Expenses incurred for certain consulting services as listed below in the T&E column. If you are an Oracle Partner Network (OPN) member, please contact your Oracle representative for additional information.

Oracle Marketing Cloud Pricing Marketing Cloud Consulting Services

Consulting Service Fees by Country Zone										
	Country Zone A	Country Zone B	Country Zone C	Country Zone D	Country Zone E	Price Measure	Materiality	License Metric	Pillar	Part Number
Marketing Cloud Consulting Offerings - (EMEA/JPAC/LAD)										
Marketing Campaign Services	5,386.50	3,990.00	2,793.00	1,995.00	1,596.00	One-Time	-	Each	Technical	B91173
Marketing Creative Services	6,615.00	4,900.00	3,430.00	2,450.00	1,960.00	One-Time	-	Each	Technical	B91005
Marketing Project Management Services	2,062.80	1,528.00	1,069.60	764.00	611.20	One-Time	-	Each	Technical	B92592
Marketing Business Adoption Services	7,222.50	5,350.00	3,745.00	2,675.00	2,140.00	One-Time	-	Each	Technical	B91007
Marketing Cloud Transformation Services	15,187.50	11,250.00	7,875.00	5,625.00	4,500.00	One-Time	-	Each	Technical	B91009
Marketing Technical Services	7,182.00	5,320.00	3,724.00	2,660.00	2,128.00	One-Time	-	Each	Technical	B91401
Marketing Cloud Expert Services - (EMEA/JPAC/LAD)										
Marketing Expert Services	3,253.50	2,410.00	1,687.00	1,205.00	964.00	One-Time	-	Each	Technical	B91010
Marketing Expert Concierge Services	16,146.00	11,960.00	8,372.00	5,980.00	4,784.00	One-Time	-	Each	Technical	B91011
Marketing Consulting Hourly Services - (EMEA/JPAC/LAD)										
Marketing Hourly Technical Services	244.35	181.00	126.70	90.50	72.40	One-Time	-	Each	Technical	B91176

The below Marketing Cloud consulting offerings are applicable to Eloqua, Infinity, & Responsys. These are not currently available for Maxymiser.

Consulting Service Fees for North America										
	North America				Required T&E Quantiv	Price Measure	Materiality	License Metric	Pillar	Part Number
Marketing Cloud Consulting Offerings - (North America)										
Marketing Cloud Creative Services	4,350.00				-	One-Time	-	Each	Technical	B91004
Marketing Cloud Strategic Services	4,700.00				-	One-Time	-	Each	Technical	B91006

Oracle Marketing Cloud Pricing CrowdTwist Cloud Consulting Services

New customers must purchase CrowdTwist Program Management - Standard (*contract terms of CrowdTwist Cloud Service and CrowdTwist Program Management must match*), **AND** purchase either CrowdTwist Program Setup & Configuration - Standard **OR** CrowdTwist Program Setup & Configuration - Advanced. Renewal customers must purchase either CrowdTwist Program Management - Standard, OR CrowdTwist Program Management - Hourly.

Consulting Service Fees by Country Zone										
	Country Zone A	Country Zone B	Country Zone C	Country Zone D	Country Zone E	Price Measure	Minimum	License Metric	Pillar	Part Number
CrowdTwist Consulting Offerings - (EMEA/JPAC/LAD)										
CrowdTwist Program Management - Standard	2,508.30	1,858.00	1,300.60	929.00	743.20	One-Time	-	Each	-	B92930
CrowdTwist Program Management - Hourly	222.75	165.00	115.50	82.50	66.00	One-Time	-	Each	-	B92931
CrowdTwist Program Setup & Configuration - Standard	60,615.00	44,900.00	31,430.00	22,450.00	17,960.00	One-Time	-	Each	-	B92928
CrowdTwist Program Setup & Configuration - Advanced	121,230.00	89,800.00	62,860.00	44,900.00	35,920.00	One-Time	-	Each	-	B92929
CrowdTwist Strategic Consulting	44,010.00	32,600.00	22,820.00	16,300.00	13,040.00	One-Time	-	Each	-	B92927

Consulting Service Fees for North America										
	North America				Required T&E Quantitv	Price Measure	Minimum	License Metric	Pillar	Part Number
CrowdTwist Consulting Offerings - (North America)										
CrowdTwist Program Management - Standard	2,000.00				-	Monthly	-	Each	-	B92610
CrowdTwist Program Management - Hourly	200.00				-	One-Time	-	Each	-	B92611
CrowdTwist Program Setup & Configuration - Standard	50,000.00				-	One-Time	-	Each	-	B92608
CrowdTwist Program Setup & Configuration - Advanced	100,000.00				-	One-Time	-	Each	-	B92609
CrowdTwist Strategic Consulting	50,000.00				-	One-Time	-	Each	-	B92607

Oracle Marketing Cloud Pricing Eloqua Consulting Services

Consulting Service Fees by Country Zone										
	Country Zone A	Country Zone B	Country Zone C	Country Zone D	Country Zone E	Price Measure	Minimum	License Metric	Pillar	Part Number
Eloqua Consulting Offerings - (EMEA/JPAC/LAD)										
Eloqua Elementary Smart Start Implementation Service	11,974.50	8,870.00	6,209.00	4,435.00	3,548.00	One-Time	-	Each	Technical	B90798
Eloqua Universal Smart Start Implementation Service	24,907.50	18,450.00	12,915.00	9,225.00	7,380.00	One-Time	-	Each	Technical	B90800
Eloqua Enterprise Smart Start Implementation Service	57,901.50	42,890.00	30,023.00	21,445.00	17,156.00	One-Time	-	Each	Technical	B90802
Eloqua Consulting Services Package Add-On's - (EMEA/JPAC/LAD)										
Eloqua Integration Service For CRM or SFTP File Transfer	7,897.50	5,850.00	4,095.00	2,925.00	2,340.00	One-Time	-	Each	Technical	B90804
Eloqua Consulting Hourly Services - (EMEA/JPAC/LAD)										
Marketing Hourly Technical Services	244.35	181.00	126.70	90.50	72.40	One-Time	-	Each	Technical	B91176

Consulting Service Fees for North America										
	North America		Required T&E Quantity	Price Measure	Minimum	License Metric	Pillar	Part Number		
Eloqua Consulting Offerings - (North America)										
Eloqua Elementary Smart Start Implementation Service	11,880.00		-	One-Time	-	Each	Technical	B90797		
Eloqua Universal Smart Start Implementation Service	23,910.00		-	One-Time	-	Each	Technical	B90799		
Eloqua Enterprise Smart Start Implementation Service	56,460.00		-	One-Time	-	Each	Technical	B90801		
Eloqua Consulting Services Package Add-On's - (North America)										
Eloqua Integration Service For CRM or SFTP File Transfer	8,300.00		-	One-Time	-	Each	Technical	B90803		
Eloqua SmartStart Implementation Service for Custom Object for Segmentation	2,600.00		-	One-Time	-	Each	Technical	B74217		
Eloqua Implementation Services Stand Alone - (North America)										
Eloqua Contact-Level Security Service	5,000.00		-	One-Time	-	Each	Technical	B74232		
Eloqua Custom Subscription Center Implementation Service	10,000.00		-	One-Time	-	Each	Technical	B74248		
Eloqua Custom Subscription Center Implementation Service for Additional Languages	5,000.00		-	One-Time	-	Each	Technical	B74249		
Eloqua Implementation Service for IP Warming Program New Logo	3,510.00		-	One-Time	-	Each	Technical	B92594		
Eloqua Platform Review	11,000.00		-	One-Time	-	Each	Technical	B74243		
Eloqua Creative Services - (North America)										
Eloqua Creative Jump Start Services, Level 1	27,475.00		-	One-Time	-	Each	Creative	B90184		
Eloqua Creative Jump Start Services, Level 2	54,600.00		-	One-Time	-	Each	Creative	B90185		
Eloqua Creative Jump Start Services, Level 3	109,375.00		-	One-Time	-	Each	Creative	B90186		
Eloqua Consulting Hourly Services - (North America)										
Eloqua Hourly Creative Services	175.00		-	One-Time	-	Each	Creative	B90256		
Eloqua Hourly Program Management Services	175.00		-	One-Time	-	Each	Program Mgmt.	B86874		
Eloqua Hourly Technical Services	225.00		-	One-Time	-	Each	Technical	B86880		
Eloqua Strategy Standard Services (per hour)	210.00		-	One-Time	-	Each	Strategy	B88508		
Eloqua Strategy Premium Services (per hour)	295.00		-	One-Time	-	Each	Strategy	B88507		
Eloqua Hourly Strategy Standard Services	207.00		-	One-Time	-	Each	Strategy	B87153		
Eloqua Hourly Strategy Premium Services	295.00		-	One-Time	-	Each	Strategy	B87151		
Eloqua Expert Services - (North America)										
Eloqua Expert Services	2,850.00		-	One-Time	-	Each	Expert	B85969		
Eloqua Expert Concierge Services	13,675.00		-	One-Time	-	Each	Expert	B85970		
Eloqua Expert Services Workshop, Hourly Service	225.00		-	One-Time	-	Each	Expert	B89464		

Oracle Marketing Cloud Pricing Infinity Consulting Services

Consulting Service Fees by Country Zone										
	Country Zone A	Country Zone B	Country Zone C	Country Zone D	Country Zone E	Price Measure	Minimum	License Metric	Pillar	Part Number
Infinity Consulting Offerings - (EMEA/JAPAC/LAD)										
Infinity Streams Elementary SmartStart Implementation Service	14,931.00	11,060.00	7,742.00	5,530.00	4,424.00	One-Time	-	Each	Technical	B92589
Infinity Streams Universal SmartStart Implementation Service	25,434.00	18,840.00	13,188.00	9,420.00	7,536.00	One-Time	-	Each	Technical	B92590
Infinity Streams Enterprise SmartStart Implementation Service	48,816.00	36,160.00	25,312.00	18,080.00	14,464.00	One-Time	-	Each	Technical	B92591
Infinity Mobile App Smart Start Implementation Service, Basic	11,205.00	8,300.00	5,810.00	4,150.00	3,320.00	One-Time	-	Each	Technical	B91180
Infinity Mobile App Smart Start Implementation Service, Intermediate	33,750.00	25,000.00	17,500.00	12,500.00	10,000.00	One-Time	-	Each	Technical	B91181
Infinity Mobile Web Smart Start Implementation Service, Basic	11,205.00	8,300.00	5,810.00	4,150.00	3,320.00	One-Time	-	Each	Technical	B91182
Infinity Mobile Web Smart Start Implementation Service, Intermediate	33,750.00	25,000.00	17,500.00	12,500.00	10,000.00	One-Time	-	Each	Technical	B91183
Infinity Web Smart Start Implementation Service, Basic	11,205.00	8,300.00	5,810.00	4,150.00	3,320.00	One-Time	-	Each	Technical	B91178
Infinity Web Smart Start Implementation Service, Intermediate	33,750.00	25,000.00	17,500.00	12,500.00	10,000.00	One-Time	-	Each	Technical	B91179

Consulting Service Fees for North America										
	North America			Required T&E Quantity	Price Measure	Minimum	License Metric	Pillar	Part Number	
Infinity Consulting Offerings - (North America)										
Infinity Analytics Mobile App Smart Start Implementation Service, Basic	9,263.00			-	One-Time	-	Each	Technical	B88877	
Infinity Analytics Mobile App Smart Start Implementation Service, Intermediate	27,950.00			-	One-Time	-	Each	Technical	B88878	
Infinity Analytics Web Smart Start Implementation Service, Basic	9,263.00			-	One-Time	-	Each	Technical	B88875	
Infinity Analytics Web Smart Start Implementation Service, Intermediate	27,950.00			-	One-Time	-	Each	Technical	B88876	
Infinity Consulting Packages - (North America)										
Infinity Consulting Hours Package	2,250.00			-	One-Time	-	Each	Technical	B90823	
Infinity Expert Services - (North America)										
Infinity Expert Services	2,850.00			-	One-Time	-	Each	Technical	B88881	
Infinity Expert Concierge Services	13,675.00			-	One-Time	-	Each	Technical	B88882	

Oracle Marketing Cloud Pricing Maxymiser Consulting Services

Maxymiser Consulting Packages are strongly recommended to always be purchased with the Maxymiser Marketing Cloud. Customers with equivalent internal capabilities or customers planning to hire an external agency that is trained on Oracle Maxymiser products to perform services can opt out, but all others should always purchase Consulting.

Consulting Service Fees by Country Zone										
Country Zone A	Country Zone B	Country Zone C	Country Zone D	Country Zone E	Price Measure	Minimum	License Metric	Pillar	Part Number	
Maxymiser Consulting Offerings - (EMEA/JPAC/LAD)										
Maxymiser Elementary Smart Start Implementation Service	17,617.50	13,050.00	9,135.00	6,525.00	5,220.00	One-Time	-	Each	Technical	B91396
Maxymiser Universal Smart Start Implementation Service	35,451.00	26,260.00	18,382.00	13,130.00	10,504.00	One-Time	-	Each	Technical	B91398
Maxymiser Enterprise Smart Start Implementation Service	73,116.00	54,160.00	37,912.00	27,080.00	21,664.00	One-Time	-	Each	Technical	B91400
Consulting Service Fees for North America										
North America				Required T&E Quantitv	Price Measure	Minimum	License Metric	Pillar	Part Number	
Monthly Subscription Professional Services - (North America)										
Maxymiser Onboarding & Campaign Assistance Package, Basic	7,615.00				-	One-Time	-	Each	Maxymiser	B86238
Monthly Subscription Professional Services - Standalone (No Subscription Required) - (North America)										
Maxymiser Consulting Full Service Package, Basic - Standalone	7,615.00				-	One-Time	-	Each	Maxymiser	B87353
Monthly Subscription Hourly Services - (North America)										
Maxymiser Global Campaign Services, Hourly Resource	85.00				-	One-Time	-	Each	Maxymiser	B86240
Maxymiser Universal Services, Hourly Resource	179.00				-	One-Time	-	Each	Maxymiser	B92070
Monthly Subscription Hourly Services - Standalone (No Subscription Required)- (North America)										
Maxymiser Global Campaign Services, Hourly Resource - Standalone	85.00				-	One-Time	-	Each	Maxymiser	B87355
Maxymiser Consulting Single Engagement Offerings - (North America)										
<u>Professional Services</u>										
Maxymiser Onboarding & Campaign Assistance Package, Basic	91,380.00				-	One-Time	-	Each	Maxymiser	B90613
Maxymiser Onboarding Implementation and Support Services Pack	44,275.00				-	One-Time	-	Each	Maxymiser	B92891
<u>Hourly Services</u>										
Maxymiser Hourly Global Campaign Services	85.00				-	One-Time	-	Each	Maxymiser	B90300

Oracle Marketing Cloud Pricing Responsys Consulting Services

Consulting Service Fees by Country Zone										
	Country Zone A	Country Zone B	Country Zone C	Country Zone D	Country Zone E	Price Measure	Minimum	License Metric	Pillar	Part Number
Responsys Implementation Services - (EMEA/IPAC/LAD)										
Responsys Basic Mobile SMS Implementation Service	6,729.75	4,985.00	3,489.50	2,492.50	1,994.00	One-Time	-	Each	Technical	B91185
Responsys Basic Push Implementation Service	11,259.00	8,340.00	5,838.00	4,170.00	3,336.00	One-Time	-	Each	Technical	B91184
Responsys Elementary Smart Start Implementation Service	35,100.00	26,000.00	18,200.00	13,000.00	10,400.00	One-Time	-	Each	Technical	B90806
Responsys Universal SmartStart Implementation Service	65,340.00	48,400.00	33,880.00	24,200.00	19,360.00	One-Time	-	Each	Technical	B90808
Responsys Enterprise Smart Start Implementation Services	95,985.00	71,100.00	49,770.00	35,550.00	28,440.00	One-Time	-	Each	Technical	B90810
Responsys Multi-Brand Smart Start Implementation Add On Service	19,237.50	14,250.00	9,975.00	7,125.00	5,700.00	One-Time	-	Each	Technical	B90812
Responsys Implementation Services Stand Alone - (EMEA/IPAC/LAD)										
Responsys Automatic Failover for Transactional Messages Implementation Service	10,381.50	7,690.00	5,383.00	3,845.00	3,076.00	One-Time	-	Each	Technical	B91174
Responsys Marketing Platform API Triggered Messaging Implementation Service	6,459.75	4,785.00	3,349.50	2,392.50	1,914.00	One-Time	-	Each	Technical	B91175
Responsys Consulting Hourly Services - (EMEA/IPAC/LAD)										
Responsys Hourly Technical Services	236.25	175.00	122.50	87.50	70.00	One-Time	-	Each	Technical	B91177

Consulting Service Fees for North America										
	North America		Required T&E Quantitv	Price Measure	Minimum	License Metric	Pillar	Part Number		
Responsys Implementation Services - (North America)										
Responsys Architecture Services, Level 1	5,200.00		-	One-Time	-	Each	Technical	B90197		
Responsys Architecture Services, Level 2	10,400.00		-	One-Time	-	Each	Technical	B90198		
Responsys Basic Mobile SMS Implementation Service	7,800.00		-	One-Time	-	Each	Technical	B90200		
Responsys Basic Push Implementation Service	13,000.00		-	One-Time	-	Each	Technical	B90199		
Responsys Elementary Smart Start Implementation Service	46,950.00		-	One-Time	-	Each	Technical	B90805		
Responsys Universal SmartStart Implementation Service	78,000.00		-	One-Time	-	Each	Technical	B90807		
Responsys Enterprise Smart Start Implementation Services	112,050.00		-	One-Time	-	Each	Technical	B90809		
Responsys Multi-Brand Smart Start Implementation Add On Service	21,750.00		-	One-Time	-	Each	Technical	B90811		
Responsys Implementation Services Stand Alone - (North America)										
Responsys Automatic Failover for Transactional Messages Implementation Service	11,050.00		-	One-Time	-	Each	Technical	B86020		
Responsys Marketing Platform API Triggered Messaging Implementation Service	7,800.00		-	One-Time	-	Each	Technical	B86022		
Responsys Marketing Platform Additional Account Implementation Service	4,875.00		-	One-Time	-	Each	Technical	B86023		
Responsys Account Management Services - (North America)										
Responsys Account Management Services Small	3,300.00		-	One-Time	-	Each	Account Management	B92896		
Responsys Account Management Services Medium	6,000.00		-	One-Time	-	Each	Account Management	B92897		
Responsys Account Management Services Large	18,000.00		-	One-Time	-	Each	Account Management	B92898		
Responsys Creative Services - (North America)										
Responsys Creative Jump Start Services, Level 1	27,475.00		-	One-Time	-	Each	Creative	B90180		
Responsys Creative Jump Start Services, Level 2	54,600.00		-	One-Time	-	Each	Creative	B90181		
Responsys Creative Jump Start Services, Level 3	109,375.00		-	One-Time	-	Each	Creative	B90182		

Consulting Service Fees for North America							
North America		Required T&E Quantitv	Price Measure	Unit	License Metric	Pillar	Part Number
Responsys Deliverability Services - (North America)							
Responsys Deliverability for New IP Address – New Account Onboarding	7,084.00	-	One-Time	-	Each	Strategy	B86003
Responsys Deliverability Consulting – Additional IP Address	5,198.00	-	One-Time	-	Each	Strategy	B86004
Responsys Deliverability Services - Level 1 (Monthly Reviews)	3,427.00	-	One-Time	-	Each	Strategy	B86007
Responsys Deliverability Services - Level 2 (Twice-Monthly Reviews)]	5,187.00	-	One-Time	-	Each	Strategy	B86008
Responsys Deliverability Services - Level 3 (Weekly Reviews)	7,409.00	-	One-Time	-	Each	Strategy	B86009
Responsys Strategic Services - (North America)							
Responsys Monthly Strategic Marketing Services - Level 1	9,030.00	18	One-Time	-	Each	Strategy	B86188
Responsys Monthly Strategic Marketing Services - Level 2	15,220.00	18	One-Time	-	Each	Strategy	B86189
Responsys Monthly Strategic Marketing Services - Level 3	25,565.00	24	One-Time	-	Each	Strategy	B86219
Responsys Premium Strategic Services Email Accelerator Pack	43,203.00	24	One-Time	-	Each	Multi-Pillar	B86006
Responsys Customer Insights Engine Monthly Services, Level 1	4,170.00	-	One-Time	-	Each	Strategy	B90194
Responsys Customer Insights Engine Monthly Services, Level 2	6,150.00	-	One-Time	-	Each	Strategy	B90195
Responsys Predictive Audience Activity Model Scoring Services	20,706.00	-	One-Time	-	Each	Strategy	B90196
Responsys Consulting Hourly Services - (North America)							
Responsys Hourly Creative Services	175.00	-	One-Time	-	Each	Creative	B90255
Responsys Hourly Program Management Services	175.00	-	One-Time	-	Each	Program Mgmt.	B86875
Responsys Hourly Program Management Services (per hour)	175.00	-	One-Time	-	Each	Program Mgmt.	B88509
Responsys Hourly Technical Services	250.00	-	One-Time	-	Each	Technical	B86881
Responsys Strategy Standard Services (per hour)	210.00	-	One-Time	-	Each	Strategy	B88512
Responsys Strategy Premium Services (per hour)	295.00	-	One-Time	-	Each	Strategy	B88511
Responsys Expert Services - (North America)							
Responsys Expert Services	2,850.00	-	One-Time	-	Each	Expert	B87159
Responsys Expert Concierge Services	13,675.00	-	One-Time	-	Each	Expert	B87160
Responsys Expert Services Workshop, Hourly Service	225.00	-	One-Time	-	Each	Expert	B89463

Definitions

Account: is defined as a unique instance of a Responsys Marketing Platform Cloud Service account. A Responsys Primary Account and a Responsys Additional Account are separate accounts.

1,000 Active Members: is defined as 1,000 Members where one Active Member has a Member Status of Active, and the member is enrolled in a single loyalty program that runs on the Cloud Service. Any member that is flagged with a Deactivated status will be considered inactive. If an individual is enrolled separately in more than one program operated by the Customer on the Cloud service, the individual is counted separately for each program in which they have enrolled and have not been deactivated.

Application: is defined as a single program designed to run on smart phones, tablet computers and other mobile devices. If a company produces one application for Brand X, that is counted as one (1) application. If the company also produces an application for Brand Y, that counts as a second application.

API Calls / Day: is defined as total # of Individual API calls made to the Eloqua platform by AppCloud Apps and other 3rd party applications, but excluding the application platform itself.

AppCloud: is defined as an online marketplace for Apps that connect to and extend the Eloqua platform.

Campaign: is a specific collection of content assets, rules and metrics set up within your user interface of the Oracle Maxymiser Cloud Service, that is used to dynamically change visitor and user experiences on websites, mobile sites, and mobile apps and to measure the impact on conversion, engagement and revenue KPIs.

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

Contact: is defined as a single record in the contact table of the Oracle Eloqua Cloud Service database, consisting of the identity of a lead, prospect, customer or person to whom you are directing marketing activities. The Contact band stated in the ordering document defines the maximum number of Contacts that can be in the contact table of the Oracle Eloqua Cloud Service database at any one time. Contacts may sometimes be referred to as "buyers under management".

Contacts - Maximum: is defined as the maximum number of contacts that can be in the contact table of your Eloqua database at any one time per your contractual contact band.

Customer: is defined as the customer entity specified on your order. The programs may not be used or accessed for the business operations of any third party, including but not limited to your customers, partners, or your affiliates. There is no limitation on the number of computers on which such programs may be copied, installed and used.

Display Media Budget: is defined as the fee used to pay for media (impressions) as determined in your order for the Oracle Marketing Cloud Display Media Budget Cloud Service. The Display Media Budget does not include taxes, or fees for additional or other services including configuration, setup fees, or other professional services fees, as well as fees for any overages that you may incur for additional Impressions that exceed the budget. You may authorize an increase in the Display Media Budget by written notice to Oracle. All impressions purchased by Oracle will be on a CPM (cost per one thousand impressions) basis unless otherwise specified in your order.

Impression: is defined as a single instance of a display ad served to an end viewer. An impression is counted each time an ad displays. Impression counts will come from Oracle and its partners. 3rd party/advertiser impression counts are not accepted.

1,000 Impressions: is defined as 1,000 (one thousand) Impressions 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.

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.

Each: is defined as a single service requested. Clients may request these services multiple times and will pay for each service per request.

Email Sends / Month: is defined as total # of emails sent through the Eloqua platform per month. Used to describe a monthly volume limit.

Email Sends / Hour: is defined as total # of emails sent through the Eloqua platform per hour. Used to describe an hourly throughput limit.

Event: is defined as is one of 2 things: 1) Sending an email to a seed list constitutes a single event and 2) Submitting a creative for a rendering test is one event.

350 Events: is defined as one of 2 things: 1) Sending an email to a seed list constitutes a single event and 2) Submitting a creative for a rendering test is one event. For Marketing Cloud Deliverability Plus Additional Events Cloud Service, Events are sold per 350 Events.

1,000 Events: is defined as one of 2 things: 1) Sending an email to a seed list constitutes a single event and 2) Submitting a creative for a rendering test is one event. For Responsys Web Retargeting, Events are sold per CPM's or 1,000 Events.

Creative: is defined as an email sent to a static address provided by Return Path who then displays the email in different email clients demonstrating how the email will look as the customer sees it in advance.

Form Submission Volume / Month: is defined as total # of form submissions received by the Eloqua platform per month. Used to describe a monthly volume limit.

Form Submissions / Hour: is defined as total # of form submissions processed by the Eloqua platform per hour. Used to describe an hourly throughput limit.

1 GB of Data Storage: is defined as 1 Gigabyte of additional computer storage space used by a storage filer equal to 1 billion bytes through the Cloud Service.

Hosted Named User: is defined as an individual authorized by You to access the hosted service, regardless of whether the individual is actively accessing the hosted service at any given time.

Hosted 1,000 Records: is defined as 1,000 unique customer database records stored in the hosted service.

For the purposes of Enterprise Data Management Cloud Service, a record is defined as a unique instance by name of a specific business entity -- called a node -- such as, but not limited to, company, account, cost center, product, customer, location, departments, or other critical business element that is managed within the hosted service.

Hosted 10,000 Records: is defined as 10,000 unique customer database records stored in the hosted service. For the purposes of Oracle AI Apps for CX, B2B Marketing Enterprise Records, a Hosted Record is defined as a database record in the Cloud Service that has a collection of attributes or fields containing data about Contacts provided by [Oracle/DataFox]. A database record that is created and first processed (e.g., when the record is either downloaded or matched to enrich/clean an existing Hosted Record) constitutes a new Hosted Record for purposes of the order including pricing. Further processing of that Hosted Record within the Service Period of the order does not constitute a new Hosted Record for pricing purposes.

Definitions

Hour: is defined as the cost per hour to perform the requested service. SOW required to scope and define requirements per request.

Instance: is defined as a single deployment of the application. For details of deployment specific to the application please refer to service descriptions/entitlements.

IP Address (Internet Protocol address): is defined as a numerical label assigned to each device (e.g., computer, printer) participating in a computer network that uses the Internet Protocol for communication--used by the customer to route messages.

1 Million Interactions: is defined as 1,000,000 units of an Interaction, where an Interaction is the number of times a decision is made on which content to serve within an active optimization campaign. For example, an Interaction is counted when a page is served that contains campaign content, or when a mobile application containing active optimization campaigns performs a content fetch.

1,000 Interactions: is defined as the maximum of one thousand (1,000) interactions per each month of the Services Period.

For the purposes of Responsys, an Interaction is a marketing message within the Responsys platform that includes all Email, SMS, and Mobile App messages sent from the Responsys platform. Interactions are purchased based on annual usage during the service period.

For the purposes of Responsys SMS Full-Serve Cloud Service, 1,000 Interactions is defined as 1,000 units of an Interaction where an Interaction is portion of an SMS marketing message within the Responsys platform. The number of Interactions required for a single SMS message is based on aggregator, code type, country, and volume. This is set based on the table at oracle.com/contracts and as set forth in Your order.

For the purposes of Maxymiser, an Interaction is the number of times a decision is made on which content to serve within an active optimization campaign. Interactions are purchased based on each calendar month of the service period. For example, an Interaction is counted when a page is served that contains campaign content, or when a mobile application containing active optimization campaigns performs a content fetch.

Unique Visitor: is defined as one individual requesting pages from the client website, regardless of frequency of visits during the time period. A uniquely identified visitor can be a combination of a machine (i.e. desktop computer, server) and a web browser (e.g. Firefox). The identification is usually via a persistent cookie that has been placed on the computer by the site page code.

Maintenance Unit: A Maintenance Unit is used to provide set up and maintenance for the Oracle Responsys SMS Full-Serve Cloud Service for one year. One Maintenance Unit doesn't necessarily provide one year of service. Multiple units may be required based on specific countries, code types, and quantities ordered. The number of Maintenance Units required for Your specific use case is based on the table at Oracle.com/contracts and as set forth in Your order.

1,000 Messages: is defined as the maximum of one thousand Messages (constituting any combination of email messages, SMS text messages or Push messages) per calendar month in the Services Period.

Platform: is defined as each unique operating system platform to which a customer app can be published, e.g. Apple iOS, Apple OS X, Apple Safari, Microsoft Windows, Microsoft Windows Phone, Google Android, Amazon Kindle.

1,000 Profiles Stored: is defined as 1,000 total unique 'known' profile records stored within CX Unity. Customers will be able to import their customer data from multiple sources (e.g. CRM, Marketing Automation, Support/Service, eCommerce, etc.). CX Unity provides capabilities for identity resolution and generation of a set of Master Customer Profiles (post deduplication). Profiles Stored is the count of unique Master Customer Profiles within CX Unity. For B2B customers, Profiles Stored is the count of their Contacts and Accounts.

10,000 Receipt Scans: is defined as 10,000 receipt scans, where each receipt scan is defined as a single image scan processed by the Cloud Service. Any unused purchased receipt scan does not rollover into the next contract term.

1,000 Sessions: is defined as 1,000 online sessions to a website or mobile app. A session is counted each time a user visits a site or mobile app. We associate all of the events collected within a single session that can be attributed to the same user or device, and count each session once. We identify uniqueness using 1st-party cookie, followed by fall-back sessionization based on IP-address and user agent, in the event that cookies are not accepted. Sessions are timed out after 30 minutes of inactivity, 2 hours or 5000 events, whichever comes first. Units of service are sold per 1000 sessions and can be used at any time during the term of the subscription. Any unused sessions will not rollover to the next contract term.

Test Environment: is defined as a single test environment provided to You as part of the Cloud Services. A test environment is used for testing and validating changes prior to promotion to the production environment, as well as for recreating events and duplicating issues occurring in the production environment for the purposes of trouble shooting and facilitating incident resolution.

Tracked Page Views / Month: is defined as the total # of page views per month recorded by Eloqua by virtue of embedded tracking scripts on external web pages or visits to Eloqua hosted web pages.