Oracle Global Price List

Oracle Marketing Cloud Global Price List

Including: Eloqua, Responsys & Unity

June 12, 2025

Prices shown in Dollar - USA (Dollar)

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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.

Part Number	Eloqua Platforms	Subscription Price	Unit Price	Price Measure	Metric	Minimum Metric Quantity
B74155	Eloqua Marketing Basic Cloud Service	see Eloqua Platform Table	-	Monthly	10,000 Contacts	-
B74156	Eloqua Marketing Standard Cloud Service	see Eloqua Platform Table	-	Monthly	10,000 Contacts	-
B74157	Eloqua Marketing Enterprise Cloud Service	see Eloqua Platform Table	-	Monthly	10,000 Contacts	50
	Eloqua Platform Add-Ons					
	To price Eloqua Platform Add-Ons that use the platform table, use the Eloqua Marketing Basic Add-On column using the same Contact Maximum Band as the licensed Eloqua Platform.					
B74163	Eloqua Advanced Lead Scoring Cloud Service	see Eloqua Platform Table	-	Monthly	10,000 Contacts	-
B95256	Eloqua Guided Campaigns Cloud Service	100.00	-	Monthly	Hosted Named User	10
B94179	Marketing Automation Eloqua SMS Full Service Cloud Service	-	3.00	Annual	1,000 Interactions	-
B94180	Marketing Automation Eloqua SMS Full Service Cloud Service Maintenance Fee	1,200.00	-	Annual	Maintenance Unit	-
B94181	Marketing Automation Eloqua SMS Cloud Service Additional Account	5,000.00	-	Monthly	Account	-
	Eloqua Sales/CRM Integration Add-On's					
B74169	Eloqua Engage Cloud Service	200.00	-	Annual	Hosted Named User	-
B74170	Eloqua Customer Profiler Cloud Service	200.00	-	Annual	Hosted Named User	-
	Eloqua Additional Marketing Users					
B74173	Eloqua Marketing Additional User Cloud Service	840.00	-	Annual	Hosted Named User	-
	Eloqua Additional Environments					
B76747	Eloqua Standard Additional Test Environment Cloud Service	12,000.00	-	Annual	Test Environment	-
B76093	Eloqua Enterprise Additional 5 Environments Cloud Service	100,000.00	-	Annual	Environment	-
	Eloqua Technical Add-On's					
B74179	Eloqua Advanced Data Security Cloud Service	18,000.00	-	Annual	Each	-
B76464	Eloqua Data Tools Cloud Service	15,000.00	-	Annual	Each	-
B82783	Eloqua Advanced Data Privacy Cloud Service	60,000.00	-	Annual	Each	-
B78446	Eloqua HIPAA Advanced Data Privacy Cloud Service	60,000.00	-	Annual	Each	-
B79671	Oracle Match Multiplier Cloud Service	0.00	-	Annual	Each	-
	Oracle Fusion Customer Data Management					
B91072	Oracle Fusion Data Quality Cloud Service	10.00	-	Monthly	Hosted 1000 Records	-
	Eloqua Branding & Configuration					
B74185	Eloqua Enterprise Branding and Configuration - High Volume Cloud Service	7,500.00	-	Annual	Each	-
B74186	Eloqua Premium Branding and Configuration - Multiple Brands Cloud Service	12,000.00	-	Annual	Each	-

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Eloqua Platform Table

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 Pricing

			Subscription Price Bands 1 30			
Band	Contact Maximum per Month	Quantity per 10,000	Eloqua Marketing Basic	Eloqua Marketing Standard	Eloqua Marketing Enterprise	Eloqua Marketing Basic Add-On
1	10,000	1	2,000.00	4,000.00		700.00
2	20,000	2	2,500.00	5,000.00		850.00
3	30,000	3	3,100.00	6,200.00		1,050.00
4	40,000	4	3,300.00	6,600.00		1,100.00
5	50,000	5	3,500.00	7,000.00		1,200.00
6	60,000	6	3,750.00	7,500.00		1,250.00
7	70,000	7	3,850.00	7,700.00		1,300.00
8	80,000	8	4,300.00	8,600.00		1,400.00
9	90,000	9	4,400.00	8,800.00		1,450.00
10	100,000	10	4,500.00	9,000.00		1,500.00
11	150,000	15	4,750.00	9,500.00		1,583.00
12	200,000	20	5,000.00	10,000.00		1,700.00
13	250,000	25	5,400.00	10,800.00		1,800.00
14	300,000	30	5,750.00	11,500.00		1,900.00
15	350,000	35	6,150.00	12,300.00		2,050.00
16	400,000	40	6,500.00	13,000.00		2,150.00
17	450,000	45	6,900.00	13,800.00		2,300.00
18	500,000	50	7,300.00	14,600.00	29,200.00	2,400.00
19	550,000	55	7,550.00	15,100.00	30,200.00	2,500.00
20	600,000	60	7,800.00	15,600.00	31,200.00	2,600.00
21	650,000	65	8,050.00	16,100.00	32,200.00	2,650.00
22	700,000	70	8,300.00	16,600.00	33,200.00	2,700.00
23	750,000	75	8,550.00	17,100.00	34,200.00	2,850.00
24	800,000	80	8,800.00	17,600.00	35,200.00	2,900.00
25	850,000	85	9,050.00	18,100.00	36,200.00	3,000.00
26	900,000	90	9,300.00	18,600.00	37,200.00	3,100.00
27	950,000	95	9,650.00	19,300.00	38,600.00	3,200.00
28	1,000,000	100	10,000.00	20,000.00	40,000.00	3,325.00
29	1,100,000	110	10,150.00	20,300.00	40,600.00	3,375.00
30	1,250,000	125	10,300.00	20,600.00	41,200.00	3,400.00

			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
31	1,500,000	150	10,500.00	21,000.00	42,000.00	3,500.00
32	1,750,000	175	10,800.00	21,600.00	43,200.00	3,600.00
33	2,000,000	200	11,000.00	22,000.00	44,000.00	3,650.00
34	2,250,000	225	11,500.00	23,000.00	46,000.00	3,800.00
35	2,500,000	250	12,000.00	24,000.00	48,000.00	4,000.00
36	2,750,000	275	12,250.00	24,500.00	49,000.00	4,100.00
37	3,000,000	300	12,500.00	25,000.00	50,000.00	4,200.00
38	3,500,000	350	13,250.00	26,500.00	53,000.00	4,400.00
39	4,000,000	400	14,000.00	28,000.00	56,000.00	4,600.00
40	4,500,000	450	14,500.00	29,000.00	58,000.00	4,800.00
41	5,000,000	500	15,000.00	30,000.00	60,000.00	5,000.00
42	5,500,000	550	15,500.00	31,000.00	62,000.00	5,150.00
43	6,000,000	600	16,000.00	32,000.00	64,000.00	5,400.00
44	6,500,000	650	17,000.00	34,000.00	68,000.00	5,700.00
45	7,000,000	700	18,000.00	36,000.00	72,000.00	6,000.00
46	7,500,000	750	19,000.00	38,000.00	76,000.00	6,300.00
47	8,000,000	800	20,000.00	40,000.00	80,000.00	6,500.00
48	8,500,000	850	20,500.00	41,000.00	82,000.00	6,750.00
49	9,000,000	900	21,000.00	42,000.00	84,000.00	7,000.00
50	9,500,000	950	21,500.00	43,000.00	86,000.00	7,200.00
51	10,000,000	1,000	22,000.00	44,000.00	88,000.00	7,400.00
52	15,000,000	1,500	33,000.00	66,000.00	132,000.00	11,000.00
53	20,000,000	2,000	44,000.00	88,000.00	176,000.00	14,700.00
54	25,000,000	2,500	55,000.00	110,000.00	220,000.00	18,000.00
55	30,000,000	3,000	57,000.00	114,000.00	228,000.00	19,000.00
56	40,000,000	4,000	58,500.00	117,000.00	234,000.00	19,500.00
57	50,000,000	5,000	60,000.00	120,000.00	240,000.00	20,000.00
58	75,000,000	7,500	65,000.00	130,000.00	260,000.00	21,700.00
59	100,000,000	10,000	70,000.00	140,000.00	280,000.00	23,300.00

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Oracle Marketing Cloud Pricing
Responsys Cloud Subscription Services

Oracle Responsys Pricing Policies

- All new Responsys customers must first purchase a Marketing Automation Responsys Platform 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.

Part Number	Marketing Automation Responsys Platform	Subscription Price	Unit Price	Price Measure	Metric	Minimum Metric Quantity
B94183	Marketing Automation Responsys Enterprise Cloud Service	2.00	-	Annual	1000 Interactions	100,000

Quoting Marketing Automation Responsys Platform

Marketing Automation Responsys Platforms are priced per thousand Interactions (CPM) sent annually. Remember that each quantity = 1,000 Interactions, so quantity of 12,000 provides 12,000,000 actual interactions. Responsys Enterprise Cloud Service provides access to Email, SMS, FS SMS, App, & Web Push messages, all sent from the Marketing Automation Responsys platform and each one counts as an Interaction (except Full-Serve SMS which are counted separately) so be sure to take this into account when estimating Interaction quantities.

Marketing Automation Responsys Platform Additional Features

Marketing Automation Responsys Platform Additional Features are applicable to both Primary and Additional Accounts, unless specifically noted. Marketing Automation Responsys Platform 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 in any quntity to just the Primary, or just the Additional Account or to both.

Part Number	Marketing Automation Responsys Platform Additional Features	Subscription Price	Unit Price	Price Measure	Metric	Minimum Metric Quantity
B94187	Marketing Automation Responsys SMS Full-Serve Cloud Service	3.00	-	Annual	1000 Interactions	-

		Subscription Price	Unit Price	Price Measure	Metric	Minimum Metric Quantity
B94188	Marketing Automation Responsys SMS Full-Serve Cloud Service Maintenance Fee	1,200.00	-	Annual	Maintenance Unit	-
B94185	Marketing Automation Responsys Advanced Intelligence Enterprise Cloud Service	300,000.00	-	Annual	Each	-
B93598	Marketing Automation Responsys Behavioral Data Restore Cloud Service	-	5,000.00	One-Time	Each	-
B93597	Marketing Automation Responsys Transactional Messaging Cloud Service	250.00	-	Monthly	Account	-
B94189	Marketing Automation Responsys Notification Service for Channel Events Cloud Service	500.00	-	Monthly	Account	-
B93596	Marketing Automation Responsys Automatic Failover for Transactional Messages Cloud Service	1,000.00	-	Monthly	Account	-
Marketing Automation Responsys Marketing Platform Included Features						
B93599	Marketing Automation Responsys Cloud Service - Additional Account	5,000.00	-	Monthly	Account	-
B94191	Marketing Automation Responsys BCC Enablement Cloud Service	500.00	-	Monthly	Account	-
B94190	Marketing Automation Responsys Collaboration Cloud Service Platform Fee	2,000.00	-	Monthly	Account	-
B94186	Marketing Automation Responsys Marketing Platform Cloud Service - Additional Brand	100.00	-	Monthly	Each	-

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Part Number	Responsys Send Time Optimization (STO)	Subscription Price	Unit Price	Price Measure	Metric	Minimum Metric Quantity
B93595	Marketing Automation Responsys Send Time Optimization Cloud Service	0.60	-	Annual	1000 Records	12,000
N/A	Marketing Automation Responsys Send Time Optimization Cloud Service – STO Implementation	*Requires Oracle Consulting Order Document & Exhibit*				-

Marketing Automation Responsys Send Time Optimization Pricing Instructions:

Marketing Automation 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 witch to purchase this service (it is not required).

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 Marketing Automation 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. Multiply the annual commitment by the above rate.

***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 $0.6000, which equals $28,800. This is the annual subscription.*

Part Number	Marketing Automation Responsys Deliverability	Subscription Price	Unit Price	Price Measure	Metric	Minimum Metric Quantity
B93601	Marketing Automation Responsys Marketing Cloud Deliverability Plus Cloud S	5,000.00	-	Monthly	Each	-
B94192	Marketing Automation Responsys Marketing Cloud Deliverability Plus Premium Cloud Service	10,500.00	-	Monthly	Each	-

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.

B91243	Responsys AppCloud Framework Services Cloud Service	3.00	-	Per Unit	1000 Messages	-
B91244	Responsys AppCloud Platform Fee Cloud Service	100.00	-	Monthly	Account	-

Oracle Marketing Cloud Pricing
Oracle Customer Experience Unity Subscription Services

Part Number	Oracle CX Platforms	Subscription Price	Unit Price	Price Measure	License Metric	Minimum Metric Quantity
B93539	Oracle Audience Segmentation Cloud Service	6.00	-	Annual	1GB of Data Storage	12,000

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Oracle Marketing Cloud Pricing
Unity Cloud Subscription Services

It is strongly recommended that Customers purchase one of the corresponding Unity Professional Services Packages. Customers may never have more of the license metric stored than purchased. The Unity license metrics--Profiles, Contacts, Interactions & Sessions--are not time-based. Unity quantities are valid through the end of the contract term, at which time any remaining quantities expire. Unity licenses do not rollover. Most Unity products listed here are priced based on a CPM (Cost Per Mille) or commonly called Price Per Thousand.

Part Number	Unity Customer Data Orchestration	Subscription Price	Unit Price	Price Measure	License Metric	Minimum Metric Quantity
B109580	Oracle Unity Customer Data Orchestration Platform Cloud Service	40.00		Annual	1000 Profiles	10,000
B109581	Oracle B2B Orchestration Cloud Service	50.00		Monthly	1000 Contacts	100
B109583	Oracle HIPAA for B2B Orchestration Cloud Service	-	60,000.00	Annual	Each	-
B109582	Oracle B2C Orchestration Cloud Service	-	2.00	Annual	1000 Interactions	100,000
B109585	Oracle Full Service Messaging Cloud Service	-	3.00	Annual	1000 Interactions	-
B109584	Oracle Full Service Maintenance Messaging Cloud Service	1,200.00	-	Annual	Maintenance Unit	-
B109586	Oracle Automatic Failover for Transactional Messages Cloud Service	1,000.00	-	Monthly	Account	-

Part Number	Uniy Cloud Services	Unit Price		Price Measure	License Metric	Minimum Metric Quantity
		First 50,000	>50,000			
B93568	Unity Behavioral Intelligence Cloud Service	7.50	3.00	Annual	1000 Sessions	50,000
B93569	Unity Streams Cloud Service	2.50	1.00	Annual	1000 Sessions	50,000
B93571	Unity Data Connector Cloud Service	2.00	0.80	Annual	1000 Sessions	50,000
B93570	Unity Extended Data Retention Cloud Service	1.00	0.40	Annual	1000 Sessions	50,000

Unity Cloud Pricing Instructions for Sessions:

Unity Streams is a stand alone application and intended for inclusion with products other than Unity. Unity customers receive Streams functionality when they license Unity Behavioral Intelligence.

Prices are based on thousands of Sessions per Annum. When Quoting Unity Cloud Services sessions 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 Unity Cloud Platform and Unity 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.

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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 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.

Part Number	Marketing Cloud Support Offerings	Price	Price Measure	License Metric	Minimum Metric Quantity
B95910	Oracle Enhanced Support Services for SaaS - Base Fee	20,000.00	Annual	Each	-
B95911	Oracle Enhanced Support Services for SaaS - Proactive	*10% Net Subscription Fee*	Annual	Each	-
B95912	Oracle Enhanced Support Services for SaaS - Learning	*10% Net Subscription Fee*	Annual	Each	-
B97347	Oracle Enhanced Support Services Expansion Pack	20,000.00	Annual	Each	-
B85325	Advanced Support Assistance for Oracle Marketing Cloud Service	25,000.00	Annual	Each	-
B90813	Oracle Solution Support Center for SaaS: Base Fee	10,000.00	Monthly	Each	-
B90626	Oracle Solution Support Center for SaaS	*12% Net Subscription Fee*	Annual	Each	-
B87520	Oracle Supplemental Resource for Oracle Cloud - Advanced Support Engineer - SaaS	1,250.00	Day	Each	6
B87521	Oracle Supplemental Resource for Oracle Cloud - Senior Advanced Support Engineer - SaaS	1,500.00	Day	Each	6
B87518	Oracle Supplemental Resource for Oracle Cloud - Technical Account Manager I - SaaS	1,250.00	Day	Each	6
B87519	Oracle Supplemental Resource for Oracle Cloud - Technical Account Manager II - SaaS	1,500.00	Day	Each	6
B110973	Oracle Cloud Success Assurance Service for SaaS - Base Fee	2,000.00	Monthly	Each	-
B110974	Oracle Cloud Success Assurance Service for SaaS	*5% Net Subscription Fee*	Annual	Each	-
B110975	Oracle Cloud Success Protection Service for SaaS - Base Fee	4,000.00	Monthly	Each	-
B110976	Oracle Cloud Success Protection Service for SaaS	*10% Net Subscription Fee*	Annual	Each	-
	Eloqua Support Offerings				
B86669	Oracle Cloud Priority Support for SaaS: Base Fee	1,250.00	Monthly	Each	-
B86668	Oracle Cloud Priority Support for SaaS	*10% Net Subscription Fee*	Annual	Each	-

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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.

All the prices listed below are in the currency of this price list. If the services are to be sold in local currency, then the price list currency must be changed to the specific local currency being used for the deal.

Oracle Marketing Cloud Pricing
Marketing Cloud Consulting Services

		Consulting Service Fees for EMEA/JPAC/LAD			
Part Number	Marketing Cloud Consulting Offerings	International Business Rate	Price Measure	License Metric	Pillar
B91173	Marketing Campaign Services	3,990.00	One-Time	Each	Technical
B91005	Marketing Creative Services	4,900.00	One-Time	Each	Technical
B92592	Marketing Project Management Services	1,528.00	One-Time	Each	Technical
B91007	Marketing Business Adoption Services	5,350.00	One-Time	Each	Technical
B91401	Marketing Technical Services	5,320.00	One-Time	Each	Technical
Marketing Cloud Expert Services					
B91010	Marketing Expert Services	2,410.00	One-Time	Each	Technical
B91011	Marketing Expert Concierge Services	11,960.00	One-Time	Each	Technical

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

		Consulting Service Fees for North America			
Part Number	Marketing Cloud Consulting Offerings	Business Rate	Price Measure	License Metric	Pillar
B110588	Marketing Technical Services Hours Package	4,836.00	One-Time	Each	Technical

Oracle Marketing Cloud Pricing
Eloqua Consulting Services

		Consulting Service Fees for EMEA/JPAC/LAD			
Part Number	*Eloqua Consulting Offerings*	International Business Rate	Price Measure	License Metric	Pillar
B90798	Eloqua Elementary Smart Start Implementation Service	8,870.00	One-Time	Each	Technical
B90800	Eloqua Universal Smart Start Implementation Service	18,450.00	One-Time	Each	Technical
B90802	Eloqua Enterprise Smart Start Implementation Service	42,890.00	One-Time	Each	Technical
Eloqua Consulting Services Package Add-On's					
B90804	Eloqua Integration Service For CRM or SFTP File Transfer	5,850.00	One-Time	Each	Technical

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Part Number	Eloqua Consulting Offerings	Consulting Service Fees for North America: Business Rate	Price Measure	License Metric	Pillar
B90797	Eloqua Elementary Smart Start Implementation Service	16,785.86	One-Time	Each	Technical
B90799	Eloqua Universal Smart Start Implementation Service	33,488.00	One-Time	Each	Technical
B90801	Eloqua Enterprise Smart Start Implementation Service	78,338.00	One-Time	Each	Technical
	Eloqua Consulting Services Package Add-On's				
B90803	Eloqua Integration Service For CRM or SFTP File Transfer	11,493.56	One-Time	Each	Technical
	Eloqua Implementation Services Stand Alone				
B74248	Eloqua Custom Subscription Center Implementation Service	11,493.56	One-Time	Each	Technical
	Eloqua Consulting Hourly Services				
B86880	Eloqua Technical Services - Hour	272.25	One-Time	Each	Technical
	Eloqua Expert Services				
B85969	Eloqua Expert Services	4,455.36	One-Time	Each	Expert
B85970	Eloqua Expert Concierge Services	21,981.96	One-Time	Each	Expert
B89464	Eloqua Expert Services Workshop, Hourly Service	343.20	One-Time	Each	Expert
B110592	Eloqua Expert Product Adoption Service	71,760.00	One-Time	Each	Expert

Oracle Marketing Cloud Pricing
Responsys Consulting Services

Part Number	*Responsys Implementation Services*	Consulting Service Fees for EMEA/JPAC/LAD: International Business Rate	Price Measure	License Metric	Pillar
B91185	Responsys Basic Mobile SMS Implementation Service	4,985.00	One-Time	Each	Technical
B91184	Responsys Basic Push Implementation Service	8,340.00	One-Time	Each	Technical
B90806	Responsys Elementary Smart Start Implementation Service	26,000.00	One-Time	Each	Technical
B90808	Responsys Universal SmartStart Implementation Service	48,400.00	One-Time	Each	Technical
B90810	Responsys Enterprise Smart Start Implementation Services	71,100.00	One-Time	Each	Technical
B90812	Responsys Multi-Brand Smart Start Implementation Add On Service	14,250.00	One-Time	Each	Technical
	Responsys Implementation Services Stand Alone				
B91174	Responsys Automatic Failover for Transactional Messages Implementation Service	7,690.00	One-Time	Each	Technical
B91175	Responsys Marketing Platform API Triggered Messaging Implementation Service	4,785.00	One-Time	Each	Technical

Part Number	Responsys Implementation Services	Consulting Service Fees for North America: Business Rate	Price Measure	License Metric	Pillar
B90200	Responsys Basic Mobile SMS Implementation Service	12,797.20	One-Time	Each	Technical
B90199	Responsys Basic Push Implementation Service	11,995.88	One-Time	Each	Technical
B90805	Responsys Elementary Smart Start Implementation Service	67,541.11	One-Time	Each	Technical
B90807	Responsys Universal SmartStart Implementation Service	106,694.47	One-Time	Each	Technical
B90809	Responsys Enterprise Smart Start Implementation Services	143,154.07	One-Time	Each	Technical
	Responsys Implementation Services Stand Alone				
B86020	Responsys Automatic Failover for Transactional Messages Implementation Service	10,237.76	One-Time	Each	Technical
B86022	Responsys Marketing Platform API Triggered Messaging Implementation Service	10,058.36	One-Time	Each	Technical
B86023	Responsys Marketing Platform Additional Account Implementation Service	5,692.96	One-Time	Each	Technical

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Part Number	Responsys Deliverability Services	Consulting Service Fees for North America: Business Rate	Price Measure	License Metric	Pillar
B86003	Responsys Deliverability for New IP Address – New Account Onboarding	8,168.16	One-Time	Each	Strategy
B86004	Responsys Deliverability Consulting – Additional IP Address	6,480.76	One-Time	Each	Strategy
B86007	Responsys Deliverability Services - Level 1 (Monthly Reviews)	3,374.80	One-Time	Each	Strategy
B86008	Responsys Deliverability Services - Level 2 (Twice-Monthly Reviews)	5,468.32	One-Time	Each	Strategy
B86009	Responsys Deliverability Services - Level 3 (Weekly Reviews)	8,236.80	One-Time	Each	Strategy
	Responsys Strategic Services				
B86188	Responsys Monthly Strategic Marketing Services - Level 1	10,980.06	One-Time	Each	Strategy
B86189	Responsys Monthly Strategic Marketing Services - Level 2	18,367.44	One-Time	Each	Strategy
B86219	Responsys Monthly Strategic Marketing Services - Level 3	30,985.50	One-Time	Each	Strategy
B90194	Responsys Customer Insights Engine Monthly Services, Level 1	6,074.64	One-Time	Each	Strategy
B90195	Responsys Customer Insights Engine Monthly Services, Level 2	8,437.00	One-Time	Each	Strategy
B90196	Responsys Predictive Audience Activity Model Scoring Services	26,658.84	One-Time	Each	Strategy
	Responsys Expert Services				
B87159	Responsys Expert Services	4,455.36	One-Time	Each	Expert
B87160	Responsys Expert Concierge Services	21,981.96	One-Time	Each	Expert
B89463	Responsys Expert Services Workshop, Hourly Service	343.20	One-Time	Each	Expert
B110591	Responsys Expert Product Adoption Service	71,760.00	One-Time	Each	Expert

Oracle Marketing Cloud Pricing
Customer-Data Platform Consulting Services

Part Number	Unity Implementation Services	Consulting Service Fees for EMEA/JPAC/LAD: International Business Rate	Price Measure	License Metric	Pillar
B93691	CX Unity Universal Smart Start Implementation Service	158,000.00	One-Time	Each	Technical
B93692	CX Unity Enterprise Smart Start Implementation Service	230,000.00	One-Time	Each	Technical
B95655	Oracle Unity Advanced Strategic Services, Hourly (LAD Only)	126.00	One-Time	Each	Technical
B95656	Oracle Unity Standard Strategic Services, Hourly (LAD Only)	96.00	One-Time	Each	Technical

Part Number	Unity Implementation Services	Consulting Service Fees for North America: Business Rate	Price Measure	License Metric	Pillar
B93693	CX Unity Universal Smart Start Implementation Service	295,139.00	One-Time	Each	Technical
B93694	CX Unity Enterprise Smart Start Implementation Service	450,672.00	One-Time	Each	Technical
B110589	Unity Behavioral Intelligence (UBI) Implementation and Unity Integration	55,936.92	One-Time	Each	Technical
B110590	Unity Behavioral Intelligence (UBI) Monitoring	58,412.64	One-Time	Each	Technical
B110593	Unity Expert Services Post Implementation	448,929.00	One-Time	Each	Technical
B111384	Unity Implementation – Sales and Eloqua Express Pilot	239,214.00	One-Time	Each	Technical
B110594	Unity Implementation - Speed to Value	1,189,348.08	One-Time	Each	Technical
B110595	Unity Implementation - Non-Oracle Customer Data Platform (CDP) Replacement	1,594,615.59	One-Time	Each	Technical

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Part Number	UBI Consulting Offerings	Consulting Service Fees for EMEA/JPAC/LAD			
		International Business Rate	Price Measure	License Metric	Pillar
B92589	Infinity Streams Elementary SmartStart Implementation Service	11,060.00	One-Time	Each	Technical
B92590	Infinity Streams Universal SmartStart Implementation Service	18,840.00	One-Time	Each	Technical
B92591	Infinity Streams Enterprise SmartStart Implementation Service	36,160.00	One-Time	Each	Technical
B91182	Infinity Mobile Web Smart Start Implementation Service, Basic	8,300.00	One-Time	Each	Technical

Part Number	UBI Consulting Offerings	Consulting Service Fees for North America			
		Business Rate	Price Measure	License Metric	Pillar
B88877	Infinity Analytics Mobile App Smart Start Implementation Service, Basic	11,208.00	One-Time	Each	Technical
B88878	Infinity Analytics Mobile App Smart Start Implementation Service, Intermediate	33,820.00	One-Time	Each	Technical
B88875	Infinity Analytics Web Smart Start Implementation Service, Basic	11,208.00	One-Time	Each	Technical
B88876	Infinity Analytics Web Smart Start Implementation Service, Intermediate	33,820.00	One-Time	Each	Technical
UBI Consulting Packages					
B90823	Infinity Consulting Hours Package	2,722.50	One-Time	Each	Technical
UBI Expert Services					
B88881	Infinity Expert Services	3,448.50	One-Time	Each	Technical
B88882	Infinity Expert Concierge Services	16,546.75	One-Time	Each	Technical

Oracle Marketing Cloud Pricing
ODX HCM Consulting Services

Part Number	ODX HCM Consulting Offerings	Consulting Service Fees for North America			
		Business Rate	Price Measure	License Metric	Pillar
B110584	ODX Bundled HR Experience Assessments	110,335.89	One-Time	Each	Technical
B110585	ODX HR Communications Assessments	62,188.72	One-Time	Each	Technical
B110586	ODX Career Sites Assessment	33,452.11	One-Time	Each	Technical
B110587	ODX Recruiting Campaigns Assessment	33,452.11	One-Time	Each	Technical
B110577	HCM Career Sites - Elevated	200,667.86	One-Time	Each	Technical
B110578	HCM Career Sites - Entry	91,423.66	One-Time	Each	Technical
B110579	HCM Recruiting Campaigns - Elevated	78,967.77	One-Time	Each	Technical
B110580	HCM HR Communications - Elevated	57,455.37	One-Time	Each	Technical
B110581	HCM Recruiting Campaigns - Entry	58,002.79	One-Time	Each	Technical
B110582	HCM HR Communications - Entry	28,850.54	One-Time	Each	Technical
B110583	HCM Ad Hoc Campaign Build	11,328.50	One-Time	Each	Technical

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Definitions

Account: For purposes of Oracle Responsys Marketing Platform Cloud Service: Account is defined as: an arrangement by which Oracle identifies Your data and assets for Your exclusive use of the Oracle Responsys Marketing Platform Cloud Service. A customer of Yours may have a primary and a sub account and each will be counted separately for purposes of determining the total number of Accounts.

Application: for purposes of Responsys Push Cloud Service) is defined as a single program designed to run on smartphones, 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.

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 a 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.

Environment: is defined as a production environment of Oracle Eloqua Content Marketing of which a customer may have one or more. Oracle will provision up to 5 production environments for Oracle Eloqua Content Marketing Standard Cloud Service and Oracle will provision 1 production environment for Oracle Eloqua Content Marketing Basic and Lite Cloud Service. Each production environment has access to all the modules and features listed as part of the Oracle Eloqua Content Marketing Cloud Service.

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.

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.

1,000 Interactions: : is defined as 1,000 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.

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 also include messages sent via apps, and profile records sent through apps built on Oracle's CX Apps 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 Interactions where one Interaction is one SMS marketing message multiplied by the "*# Interactions for Purposes of SKU B92239* " listed in the table in the appendix of the Oracle Responsys Cloud Service - Service Descriptions for each applicable country. This Interaction table reflects 3rd party Services and may be updated during Your Services Period to reflect changes in prices by the aggregators. For explanatory purposes, twenty (20) SMS marketing messages sent to Andorra, which has a "# Interactions for Purposes of SKU B92239" of fourteen (14), results in an allocation of two hundred and eighty (280) Interactions for those 20 SMS marketing messages sent.

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. Set up and maintenance is required per country in order to send SMS messages, with the required number of Maintenance Units needed for one year of set up and maintenance in a given country calculated by multiplying one by the "# Maintenance Units for purposes of SKU B92518" listed in the table in the appendix of this Service Description booklet for each applicable country, and rounding up to the nearest whole number. This table reflects 3rd party services and may be updated during Your Services Period to reflect changes in prices by the aggregators. Not all countries listed in the table are available at any given time. For explanatory purposes, fourteen (14) Maintenance Units are required for one year of set up and maintenance for the country of Andorra.

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Definitions

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.

MO (Mobile Originated): is defined as Messages that originate from (or are sent from) the mobile device.

MT (Mobile Terminated): is defined as Messages that terminate at (or are sent to) the mobile device.

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: 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 profile unification and generation of a set of Master Customer Profiles (based on applying a set of configurable deduplication and promotion rules). Profiles is the count of unique Master Customer Profiles within CX Unity. While there are many ways in which CX Unity delivers value (export of intelligent master customer profiles; export of hyper-targeted segments to be used within Marketing Automation or AdTech (either through native integration or data exports); real-time API calls from CRM, eCommerce, Support/Service, etc. systems.), pricing is based on number of unique profiles within CX Unity.
CX Unity also enables the Master Profiles to be enriched through 3rd party data sources. The mechanism for accomplishing this is to export the Master Profiles to the 3rd party system(s) for enrichment purposes, and import the enriched profiles back into

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 fallback 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.

Shortcode: is defined as a short telephone number (typically a 5 or 6 digit number) that is connected to messaging gateways of the Oracle Responsys Cloud Service to send and receive text Messages to and from mobile devices. Shortcodes can be dedicated or shared between customers of the Oracle Responsys Cloud Service.

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.

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