

Optimizely Order Form Definitions

Definitions

- (a) **“API Calls per Year” or “ACY”** means the amount of API requests to backend generated through use of the Customer-Centric Digital Experience Platform per Contract Year. An API call is defined as general server responses with status code 200 for Content-Types of: application/json, application/json+ld, application/xml, text/xml, application/x-yaml, text/yaml. Company reserves the right to modify its list of defined API Calls as new technologies or coding conventions come into use, the full list which will be updated at Episerver World section for CCDXP consumption metrics.
- (b) **“CCDXP Environment(s)” or “Environment(s)”** means the necessary infrastructure and components required to serve Websites from one CCDXP Service Instance. An Environment includes the use of one (1) Microsoft Azure® web app, access to one (1) Azure SQL database, one (1) Azure Blob Storage, and one (1) Company Search & Navigation™ index. Environments for Commerce packages include one (1) additional Microsoft Azure® web app and access to one (1) additional Azure SQL database.
- (c) **“Education Subscription Services”** means Company’s Software Service(s) that provides training, materials, instructor-led training, and educational tools, regardless of in what form or medium. All data, information, and materials via this service shall be Confidential Information and may not be disclosed or copied to third parties without the express written permission of Company. For clarification, the SLA does not apply to Education Subscription Services.
- (d) **“Impressions per Year” or “IPY”** means each time an experiment or variation is activated by the Experimentation Service(s). For (i) Web Experimentation Service(s), Impressions are counted each time an experiment or variation is activated by the Experimentation Service(s) on a Page. “Page(s)” are sections of a webpage that a user chooses to personalize or experiment on, which can be an entire webpage or specific elements of a webpage, as defined by a customer. Multiple experiments running on a single Page, or an experiment running on multiple Pages (e.g., on a header element), will result in multiple Impressions. For (ii) Full Stack Experimentation Service(s), Impressions are counted each time an experiment or variation delivers a decision event through the Optimizely Event API and the event indicates the user is part of an experiment. For both services, Company de-duplicates decision events over a fixed 5-section window to determine final impression amount; and for (iii) Product Recommendations, Impressions are counted each time a set of recommendations, counted as a single widget or container is returned to a given delivery point through an API call.
- (e) **“Marketing Automation Email Volume per Year “CEY”** means the number of emails generated by the Marketing Automation Software Service(s) per Contract Year.
- (f) **“Marketing Automation SMS Volume per Year “CSY”** means the number of SMS messages generated by the Marketing Automation Software Service(s) per Contract Year.
- (g) **“Monthly Active Users” or “MAU”** means: (i) for Experimentation Service(s) (Full Stack), the total number of unique user IDs that appear in all calls to Optimizely’s SDKs/APIs per month, (ii) for Experimentation Service(s) (Web), the total number of unique user IDs evaluated by the snippet per month; even if the user isn’t participating into an experiment, and (iii) for Optimizely Data Platform and Content Recommendations & Intelligence, the total number of profiles with an active event from any source collected per month. MAU’s shall be defined in the applicable Order(s) and will apply to all Experimentation Service(s), and user IDs are counted using Company’s tracking technology. For clarification, when using both the Full Stack and Web Experimentation Service(s), the total Monthly Active Users equals the sum of Monthly Active Users calculated separately for Full Stack and Web.
- (h) **“Onboarding”** means an hour limited service that provides Customer with a technical overview for configuration and development within the cloud, initial cloud implementation support, and a pre-launch checklist.
- (i) **“Overages API Calls per Year” or “OAC”** means the number of API requests to back end generated through use of the Customer-Centric Digital Experience Platform per Contract Year after exceeding the defined Usage Terms and Rights for ACY set forth in the Order(s), and is measured, charged, and invoiced on a monthly basis, in arrears.
- (j) **“Overage Impressions” or “OIP”** means the number of Impressions generated through use of all Software Service(s) after exceeding the defined Usage Terms and Rights for IPY set forth in the Order(s), and is measured, charged, and invoiced on a monthly basis, in arrears.
- (k) **“Overage Marketing Automation Emails” or “OCE”** means the number of emails generated by the Marketing Automation Software Service(s) after exceeding the defined Usage Terms and Rights for CEY set forth in the Order(s), and is measured, charged, and invoiced on a monthly basis, in arrears.
- (l) **“Overage Marketing Automation SMS” or “OCS”** means the number of SMS generated by the Marketing Automation Software Service(s) after exceeding the defined Usage Terms and Rights for CSY set forth in the Order(s), and is measured, charged, and invoiced on a monthly basis, in arrears.
- (m) **“Overage Monthly Active Users” or “OMAU”** means the number of MAU’s collected and identified into Company’s Software Service(s) using the applicable method(s) (as described in the definition of Monthly Active Users above), per Contract Year, and

after exceeding the defined Usage Terms and Rights for MAU set forth in the Order(s), and is measured, charged, and invoiced on a monthly basis, in arrears.

- (n) **“Average Pageviews” or “OPV”** means the number of pageviews generated and/or tracked through use of all Software Services after exceeding the defined Usage Terms and Rights for PPY set forth in the Order(s), and is measured, charged, and invoiced on a monthly basis, in arrears.
- (o) **“Average Terms and Price”** means the incremental increase of the defined contractually agreed Consumption Metric(s) as part of the Usage Terms and Rights, parameters, and pricing to Customer provided by Company on a monthly or Contract Year basis after exceeding the defined Usage Terms and Rights of the Subscription, as set forth in the Order(s).
- (p) **“Average Transactional Email” or “OTE”** means the number of emails Customer sends through the Subscription included with CCDXP Software Service(s), after exceeding the defined Usage Terms and Rights for Transactional Emails set forth in the Order(s), and is measured, charged, and invoiced on a monthly basis, in arrears.
- (q) **“Average Transactional Orders” or “OTO”** means the number of Transactional Orders generated and/or tracked through use of all Software Services, after exceeding the defined Usage Terms and Rights for TOY set forth in the Order(s), and is measured, charged, and invoiced on a monthly basis, in arrears, unless otherwise stated in the Overage Terms and Price section in the Order(s).
- (r) **“Average SKU”** means items entered into the CCDXP Subscription catalog subsystem(s) after exceeding Usage Terms and Rights, and is measured, charge and invoiced on the basis of a Contract Year, in arrears.
- (s) **“Pageviews Per Year” or “PPY”** means the amount of pageviews generated and/or tracked through use of all Software Services in the Subscription per Contract Year. A pageview is defined as a view of a page on a Customer Websites site that is being provided by the Software Service(s). If a user clicks reload after reaching the page, this is counted as an additional pageview. If a user navigates to a different page and then returns to the original page, a second pageview is recorded.
- (t) **“Region”** means the cloud infrastructure data center region/location where the Software Service(s) will be deployed.
- (u) **“Service Instance”** means an instance of a Company CCDXP Software Service, which includes one (1) code base of the Company Software Service, a number of Environments, as well as the requisite infrastructure, components, and managed services required to run the CCDXP Software Service(s) in a Region. Additional languages, index(es) and CCDXH connectors purchased by Customer shall be replicated across all Service Instances for that CCDXP Software Service. If multiple Service Instances are purchased, the Usage Terms and Rights and Overage Terms and Price in all Orders shall be measured in aggregate.
- (v) **“Stock Keeping Unit” or “SKU”** means items entered into the CCDXP Subscription catalog subsystem(s). SKUs only apply to Software Services with commerce capabilities and are used as part of a defined coding system used to distinguish individual items across a customer’s systems (ERP, accounting, warehousing, ecommerce, point-of-sale etc.). SKU usage is based on the highest total of SKU items stored in the CCDXP Subscription per Contract Year.
- (w) **“Total Contacts”** means the total number of records per customer stored in Customer’s Environment at any given time during the Subscription Term.
- (x) **“Transactional Email(s)”** means emails Customer sends through the Subscription included with CCDXP Software Service(s), excluding emails generated and sent from Marketing Automation Software Services.
- (y) **“Transactional Order(s)”** means a confirmed request by Customer to another party to buy, sell, deliver, or receive goods or services.
- (z) **“Transactional Orders per Year” or “TOY”** means the number of Transactional Orders generated and/or tracked through use of all Software Services in the Subscription per Contract Year.
- (aa) **“Uniques per Month”, “Uniques”, or “UPM”** means the number of individuals who visits a site within a month.
- (bb) **“Usage Terms and Rights”** means the contractually agreed usage rights as defined in the Order(s) that Customer shall be provided as part of the Subscription, and subject to Overage Terms and Price (as applicable) if Customer exceeds such usage rights.
- (cc) **“Website(s)”** means, for CCDXP, a unique collection of content associated with one or more domain names, using the same start page, also defined under the Company root node. This can be found under the [CMS] tab, then [Admin], then [Config], then [Manage Websites]. In this view, under [Manage Websites], each Website listed under [Websites] constitutes one (1) Website.