

## USAGE METRICS AND BASIC ITEMS

### 1. USAGE METRICS

**1.1 “API Calls per Year” or (“ACY”)** = - amount of API calls to backend generated through Use of the Digital Experience Platform per Contract Year – and for clarity an ‘API call’ is currently defined as a general server response with status code 200 for Content-Types of: application/json, application/json+ld, application/xml, text/xml, application/x-yaml, text/yaml; although Optimizely reserves the right to modify update that list from time to time as new technologies or coding conventions come into Use, and will publish those updates from time to time at Optimizely World.

**1.2 “Content Item”** means a single piece of content that has a unique identifier and is managed and/or stored by Customer and/or its Affiliates within the Software Service. Per default a Content Item is connected to one unique language in the Content Management System, so if a page exists in two languages there will be two Content Items corresponding to that page.

**1.3 “DXP Environment” or “Environment”**= the necessary infrastructure and components required to serve Websites from one DXP Service Instance.– and for clarity, 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) Search & Navigation index, and Environments for Commerce packages include one (1) additional Microsoft Azure web app and access to one (1) additional Azure SQL database.

**1.4 “Events”** means a row in an event table within the customer data warehouse that is exposed to Optimizely Analytics or Warehouse-Native Experimentation Analytics. The number of Events per month is calculated using the average number of Events across all event tables over the past 3 months.

**1.5 “Hosted Region”** means the cloud data center region/location where the applicable Software Service will be deployed.

**1.6 “Impressions per Year” (or “IPY”)** = each instance an experiment or variation is activated by the *Experimentation* – and for clarity

**1.6.1** for the Experimentation [Web version], Impressions are counted each time an experiment or variation is activated by the Experimentation Service on a Page; and

**1.6.2** a “Page(s)” is a section 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; and

**1.6.3** 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.

**1.6.4** For the Experimentation [Feature or Full Stack versions], 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.

**1.6.5** For both above Software Services, Optimizely de-duplicates decision events over a fixed 5-section window to determine final impression amount; and

**1.6.6** for 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.

**1.7 “Instance”** is the SaaS tenant containing all Customer data in the defined region or a Service Instance in the case of PaaS.

**1.8 “Marketing Automation Email Volume per Year (or “CEY”)** = the number of emails generated by the *Marketing Automation* Software Service per Contract Year.

**1.9 “Marketing Automation SMS Volume per Year” (or “CSY”)** = the number of SMS messages generated by the *Marketing Automation* Software Service per Contract Year.

**1.10 “Monthly Active Users” (or “MAUs”)** means:

**1.10.1** for Experimentation [Feature or Full Stack versions] - the total number of unique user IDs that appear in all calls to Optimizely’s SDKs/APIs per month,

**1.10.2** for Experimentation [Web version] - the total number of unique user IDs evaluated by the snippet per month; even if the user isn't participating into an experiment,

**1.10.3** for Optimizely Data Platform and Content Recommendations & Intelligence - the total number of profiles with an active event from any source collected per month.

**1.10.4** For clarification, for Use of both the Feature or Full Stack and Web versions of Experimentation the total MAUs equals the sum of Monthly Active Users calculated separately for both.

**1.11** “Optimizely Opal Credits” are a usage metric for Optimizely Opal. Optimizely Opal Credits are consumed for every task in Optimizely Opal that calls an AI model. In general, task complexity drives higher Credit consumption. Examples of tasks and associated credit consumption are available on request.

**1.12** “Overages” are defined to the applicable Software Service as following:

**1.12.1** For **API Calls per Year** - number of API requests to back end generated through Use of *the Digital Experience Platform* per Contract Year over the agreed Usage Volume for ACY as set out in the applicable Order.

**1.12.2** For **Impressions** - the number of Impressions generated through Use of each Software Services over the agreed Usage Volume for IPY as set out in the Order.

**1.12.3** For **Emails** - the number of emails generated by the *Marketing Automation* Software Service over the agreed Usage Volume for CEY set out in applicable Order.

**1.12.4** For **SMS** - the number of SMS generated by the *Marketing Automation* over the agreed Usage Volume for CSY set out in the applicable Order.

**1.12.5** For **Monthly Active Users** (or MAUs) - the number of MAU’s collected and identified into applicable Software Service per Contract Year over the agreed Usage Volume for MAU set out in the applicable Order.

**1.12.6** For **Optimizely Opal Credits** – the number of Optimizely Opal credits incurred through Use of each Software Services over the agreed Usage Volumes for Optimizely Opal Credits set out in the applicable Order.

**1.12.7** For **Pageviews** - the number of page-views generated and/or tracked through Use of each Software Services over the agreed Usage Volumes for PPY as set out in the applicable Order.

**1.12.8** For **Transactional Orders** - the number of Transactional Orders generated and/or tracked through Use of each Software Services, after exceeding the defined over the agreed Usage Volume for TOY as set out in the applicable Order.

**1.12.9** For **Content items** - the number of Content Items generated and/or tracked through Use of each Software Service over the agreed Usage Volumes for Content Items as set out in the applicable Order.

**1.12.10** For **Named Users** - the number of Named Users with access to the Software Service over the agreed Usage Volumes for Named Users as set out in the applicable Order.

**1.13** “Named User” means:

**1.13.1** For **Experiment Collaboration** – individuals authorized by Customer to Use Experiment Collaboration and can create hypothesis within an Experiment Collaboration instance, excluding individuals who are only Guest Users. This is not measured as an aggregate number over the Term, but rather as a limit that may not be exceeded at any time during the Term without being considered an Overage.

**1.13.2** For **CMS (SaaS)** – individuals authorized by Customer to Use CMS (SaaS). This is not measured as an aggregate number over the Term, but rather as a limit that may not be exceeded at any time during the Term without being considered an Overage."

**1.14** “Guest User” means:

**1.14.1** For **Experiment Collaboration** – an individual authorized by Customer to Use Experiment Collaboration Requests module to make requests, view the request panel to monitor request status, and access hypotheses that have been shared directly with the individual.

**1.15** “Pageviews” – means a view of a page on a Customer website that uses content provided by the Software Service. For clarity, (i) If a User clicks reload after reaching the Customer website page, this is counted as an additional Pageview, and (ii) if a User navigates to a different website page then returns to the original website page, a second Pageview is recorded.

**1.16** “Pageviews Per Year” (or “PPY”) = the amount of Pageviews generated and/or tracked through Use of each Software Service per Contract Year.

**1.17** “Personalization Instance” means a working environment within Personalization and refers to a segmented environment with associated access controls that serves to organize a single tracking end point, one logical data store, multiple login access to the Personalization portal for personalization strategies and rules, and access to reporting for a single Personalization Instance.

**1.18 “Personalization Portal”** means a web-based interface that enables Customer Use of performance reports, merchandise rule creation and triggered emails.

**1.19 “Service Instance”** (in the context of *Content or B2C Commerce Clouds*) = an instance of that Software Service, and which includes one code base of that Software Service, a number of Environments, as well as the requisite infrastructure, components, and managed services required to run the that Software Service in a Region – and for clarity: (i) additional languages, index(es) and *DXH* connectors Subscriptions shall be replicated across all Service Instances for that Software Service; and (ii) If multiple Service Instances are Subscribed, the Usage Volumes and Overage Fees in all Orders shall be measured in aggregate.

**1.20 “Total Contacts” (or TCs)** = total number of records per customer stored across all Customer’s combined Instances at any given time during the Subscription Term.

**1.21 “Transactional Email” (or “TE”)** = emails Customer sends through the *Digital Experience*, excluding emails generated and sent from *Marketing Automation*.

**1.22 “Transactional Order” (or “TO”) for Customized Commerce** = a confirmed request by Customer to another party to buy, sell, deliver, or receive goods or services.

**1.23 “Transactional Order” (or “TO”) for Configured Commerce** = any cart record status that has been transacted. Statuses considered transacted are *CancellationRequested, Complete, JobAccepted, Processing, QuoteCreated, QuoteProposed, QuoteRejected, QuoteRequested, Punchout, PunchOutOrderRequest, ReadyForPickup, Review, and Submitted*. Statuses not considered transacted are *AbandonedCart, AwaitingApproval, Cart, ConfigurationInProgress, Requisition, RequisitionSubmitted, Saved, and Void*. All customized cart record status will be deemed a transacted statuses and counted as a TO.

**1.24 “Transactional Orders per Year” (or “TOY”)** = the number of Transactional Orders generated and/or tracked through Use of each Software Services in the Subscription per Contract Year.

**1.25 “Website”** (in the context of the *Digital Experience*) = unique collection of content associated with one or more domain names, using the same start page, also defined under the Optimizely root node. – for clarity, (i) this can be found under the [CMS] tab, then [Admin], then [Config], then [Manage Websites], and (ii) in this view, under [Manage Websites], each Website listed under [Websites] constitutes one (1) Website.

**2.** Basic items included in all orders unless otherwise called out in an agreed Order Form

**2.1 “CMS”** comes with the items below included unless otherwise called out in an agreed Order Form.

DXH Connectors: 0	DXP Environments: 3
Websites: Unlimited	

And either of 2.1.1 or 2.1.2

**2.1.1 “Search and Navigation for CMS”**

<b>3 Indexes (1 per DXP environment)</b>	<b>1 developer Index</b>
Shards per Index: Up to 12	Shards per Index: Up to 12
Languages per Index: Up to 10	Languages per Index: Up to 10
Storage per language: Up to 120GB	Storage per language: Up to 120GB
Max QPS per Index: 75	Max QPS per Index: 25

**2.1.2 “Content Graph for CMS”**

<b>3 Instances (1 per DXP environment)</b>	<b>1 developer Instance</b>
Languages per Instance: Unlimited	Languages per Instance: Unlimited
Storage per language: Up to 120GB	Storage per language: Up to 120GB

Max QPS per Instance: no limit	Max QPS per Index: 25
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**2.2 “Customized Commerce”** comes with the items below included unless otherwise called out in an agreed Order Form.

DXH Connectors: 0	DXP Environments: 3
Websites: 1	

And either of 2.2.1 or 2.2.2

**2.2.1 “Search and Navigation for Customized Commerce”**

<b>3 Indexes (1 per DXP environment)</b>	<b>1 developer Index</b>
Shards per Index: Up to 12	Shards per Index: Up to 12
Languages per Index: Up to 10	Languages per Index: Up to 10
Storage per language: Up to 120GB	Storage per language: Up to 120GB
Max QPS per Index: 75	Max QPS per Index: 25

**2.2.2 “Content Graph for Customized Commerce”**

<b>3 Instances (1 per DXP environment)</b>	<b>1 developer Instance</b>
Languages per Instance: Unlimited	Languages per Instance: Unlimited
Storage per language: Up to 120GB	Storage per language: Up to 120GB
Max QPS per Instance: no limit	Max QPS per Index: 25

**2.3 “Configured Commerce”** comes with the items below included unless otherwise called out in an agreed Order Form.

Configured Commerce environments: 2 (1 production, 1 sandbox)	Configured Commerce Authorized Users for Configured Commerce Cloud Analytics: Up to 5
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**2.4 “PIM”** comes with the items below included unless otherwise called out in an agreed Order Form.

Instances: 1	
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**2.5 “Experimentation”** comes with the items below included unless otherwise called out in an agreed Order Form.

Experiments: Unlimited	Accounts: 1
Authorized Users: Up to 20	

**2.6 “Experimentation Collaboration”** comes with the below items included unless otherwise called out in an agreed Order Form or otherwise agreed.

Named Users: 0	Instances: 1
Guest Users: Unlimited	

**2.7 “Market Automation”** comes with the below Instances included unless otherwise called out in an agreed Order Form.

Instances: 1	
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**2.8 “Market Automation by Delivra”** comes with the below Connectors included unless otherwise called out in an agreed Order Form.

Marketing Automation by Delivra Connector: 0
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**2.9 “Market Orchestration”** comes with the below Instances included unless otherwise called out in an agreed Order Form.

Instances: 1
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**2.10 “Personalization”** comes with the below Instances included unless otherwise called out in an agreed Order Form

Instances: 1
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**2.11 “Optimizely Opal Platform”** comes with the below Instance included unless otherwise called out in an agreed Order Form

Instances: 1

**2.12 “Analytics”** comes with the below Instances included unless otherwise called out in an agreed Order Form

Instances: 1