

Renewal Sales Order

**Customer:** AppDynamics LLC

Address: Evelyn Lin
303 2nd St., North Tower, 8th
Floor
San Francisco, CA 94107
United States

Bill To: Accounts Payable
303 2nd St., North Tower, 8th Floor

San Francisco, CA 94107
United States
accountspayable@appdynamics.com

Prepared By: Jeff Smith
Phone:

Fax: +1-650-376-2332
Order Number: Q-235429
Offer Expiration: 6/30/2020

PO Number:**PO Required:** Yes or No**Created Date:** 6/12/2020**Subscription Services: Marketing Automation and Analytics**

Group1

Product Name	Term	Net Price
Select Package	12	USD 132,113.50

GRAND TOTAL: USD 132,113.50**Usage Rights**Subscription Start Date: **12/19/2020**Subscription End Date: **12/18/2021**

Customer may use the Subscription Services set forth herein during the dates noted in the table(s) herein and, absent any such dates, during the subscription term having the Subscription Start Date and Subscription End Date set forth above (each a "Subscription Term"). Customer's Usage Rights are limited to the maximum quantities set forth below:

Group1

Application	Qty	Unit	Start Date	End Date
Sandbox Add-on	1	Each	12/19/2020	12/18/2021
Select Database Size	1,500,000	Contacts	12/19/2020	12/18/2021
Email MKTG - Dedicated IP Address	1	Each	12/19/2020	12/18/2021
Sales Insight	15	User(s)	12/19/2020	12/18/2021
Advanced Journey Analytics	1,500,000	Contacts	12/19/2020	12/18/2021
Adobe Launch	1	Each	12/19/2020	12/18/2021
Native CRM Integration (SFDC & MSD)	1	Each	12/19/2020	12/18/2021
Secured Domain - Additional Domain (Landing Pages)	3	Each	12/19/2020	12/18/2021
Premier Support	1	Each	12/19/2020	12/18/2021
Custom User Roles & Permissions	1	Each	12/19/2020	12/18/2021
API Calls	50,000	Daily API Calls	12/19/2020	12/18/2021
Lead & Account Database	1,500,000	Contacts	12/19/2020	12/18/2021
Custom Data Objects & Fields	2	1M Custom Object Records	12/19/2020	12/18/2021
Advanced Dynamic Content	1,500,000	Contacts	12/19/2020	12/18/2021
Scoring, Routing & Alert	1,500,000	Contacts	12/19/2020	12/18/2021
Marketo Engage Users	25	Each	12/19/2020	12/18/2021
Intelligent Cross-channel Nurturing	1,500,000	Contacts	12/19/2020	12/18/2021
Advanced Personalization	1	Each	12/19/2020	12/18/2021
Landing Pages & Forms	1	Each	12/19/2020	12/18/2021
Campaign & Journey Automation	1,500,000	Contacts	12/19/2020	12/18/2021
Audience Segmentation & Targeting	1	Each	12/19/2020	12/18/2021

Marketo, Inc., 901 Mariners Island Blvd Suite 200, San Mateo, CA, 94404, United States

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Application	Qty	Unit	Start Date	End Date
Email Marketing	1	Each	12/19/2020	12/18/2021
Social Marketing	1	Each	12/19/2020	12/18/2021
Event & Webinar Marketing	1	Each	12/19/2020	12/18/2021
Marketing Calendar	5	Users	12/19/2020	12/18/2021
Search Engine Optimization	1	SEO 500-Keyword Block	12/19/2020	12/18/2021
Paid Media Targeting	1	Each	12/19/2020	12/18/2021
Campaign Reporting & Insights	1	Each	12/19/2020	12/18/2021
Attribution & ROI Dashboards	1,500,000	Contacts	12/19/2020	12/18/2021
Secured Domains	1	Domain	12/19/2020	12/18/2021

Terms of Use

This Sales Order, together with the End User Services Agreement signed on 1/16/2015 constitutes the entire agreement between Marketo and Customer governing the Services referenced above ("Agreement"), to the exclusion of all other terms. Overviews of the products listed above are available at <https://documents.marketo.com/assets/Marketo-Solution-Product-Overview-Datasheet-2019.pdf>. Any capitalized terms not otherwise defined herein shall have the meanings attributed in the Agreement. The terms of this Sales Order are Marketo Confidential Information. As used herein, the term "Sales Order" is synonymous with the term "Order."

Additional Terms

Payment Frequency: Annually

Payment Terms: Net 60

Marketo and Customer have caused this Sales Order to be signed and effective, as of the last date signed below, by their duly authorized representatives ("Order Effective Date"). Customer will be invoiced on the Subscription Start Date. The Subscription Start Date will commence on the date listed above.

AppDynamics LLC

Signature:

Name:

Date:

Title:

DocuSigned by:
George Karamanos
EADD3AC1EE6B486

George Karamanos

General Counsel

June 16, 2020

Marketo, Inc.

Signature:

Name:

Date:

Title:

DocuSigned by:
Kyle Revell
C25231AFBA4A451...

Kyle Revell

Order Management Manager

June 16, 2020