



Marketo, an Adobe Company Renewal Sales Order

Customer: Allied Global Marketing
Order Number: Q-374559
PO Number:

PO Required: Yes or No
Registered Vat No.

Prepared By: Madison Marrs
Phone:

Fax: +1-650-376-2332
Offer Expiration: 7/20/2023
Created Date: 7/17/2023

On-demand Services: Marketing Automation and Analytics

Product Name	License Term Start Date	License Term End Date	Term	Total Fees
Marketo Engage Select	10/28/2023	10/27/2024	12	USD 28,081.05

GRAND TOTAL: USD 28,081.05

Usage Rights

Customer's Usage Rights are limited to the maximum Quantities below

Marketo Engage Select

Application	Qty	Unit	Start Date	End Date
Custom User Roles & Permissions	1	Each	10/28/2023	10/27/2024
API Calls	50,000	Daily API Calls	10/28/2023	10/27/2024
Custom Data Objects & Fields	2	1M Custom Object Records	10/28/2023	10/27/2024
Marketo Engage Users	25	Each	10/28/2023	10/27/2024
Campaign & Journey Automation	20,000	Contacts	10/28/2023	10/27/2024
Intelligent Cross-channel Nurturing	20,000	Contacts	10/28/2023	10/27/2024
Scoring, Routing & Alert	20,000	Contacts	10/28/2023	10/27/2024
Lead & Account Database	1	Each	10/28/2023	10/27/2024
Advanced Personalization	1	Each	10/28/2023	10/27/2024
Landing Pages & Forms	1	Each	10/28/2023	10/27/2024
Advanced Dynamic Content	1	Each	10/28/2023	10/27/2024
Audience Segmentation & Targeting	1	Each	10/28/2023	10/27/2024
Email Marketing	1	Each	10/28/2023	10/27/2024
Social Marketing	1	Each	10/28/2023	10/27/2024
Event & Webinar Marketing	1	Each	10/28/2023	10/27/2024
Marketing Calendar	25	Users	10/28/2023	10/27/2024
Search Engine Optimization	1	SEO 500-Keyword Block	10/28/2023	10/27/2024

Application	Qty	Unit	Start Date	End Date
Paid Media Targeting	1	Each	10/28/2023	10/27/2024
Campaign Reporting & Insights	1	Each	10/28/2023	10/27/2024
Attribution & ROI Dashboards	20,000	Contacts	10/28/2023	10/27/2024
Secured Domains	1	Domain	10/28/2023	10/27/2024
Predictive Content	20,000	Contacts	10/28/2023	10/27/2024
Select Marketo Engage Database Size	20,000	Contacts	10/28/2023	10/27/2024
Dynamic Chat	1	Each	10/28/2023	10/27/2024
Online Support	1	Each	10/28/2023	10/27/2024
Core Application - Additional Marketo Engage Users	225	Each	10/28/2023	10/27/2024
Workspaces and Partitions	20,000	Contacts	10/28/2023	10/27/2024
Native CRM Integration (SFDC & MSD)	1	Each	10/28/2023	10/27/2024

Terms of Use

The Products and Services in this Sales Order are provided to Customer under the terms of:

(i) the current version of Adobe Enterprise Licensing Terms as of the date Customer executes this Sales Order available at <http://www.adobe.com/legal/terms/enterprise-licensing.html> consisting of: (a) the General Terms and (b) the Product Specific Licensing Terms for Marketo Engage On-demand (the "PSLT"); and

(ii) this Sales Order,

collectively, the "Agreement".

For the purposes of this Sales Order: (i) all references in the Enterprise Licensing Terms to "Adobe Inc." shall mean "Marketo, Inc."; (ii) all references to "Adobe Systems Software Ireland Limited" shall mean "Marketo EMEA, Limited"; (iii) Professional Services can only arise from a SOW or a Sales Order; and (iv) the term "Consulting Services" in a SOW is synonymous with the term "Professional Services". Any capitalized terms not otherwise defined in this Sales Order shall have the meanings attributed in the Agreement.

The fees for the Products and Services identified on this Sales Order shall be invoiced to the Customer on the Payment Frequency listed below ("Billing Cycle") beginning on the applicable Start Date, and Customer's payment of such fees shall be due and payable on the Payment Terms listed below. The fees for the products listed herein will not increase more than 8% per year on the next annual renewal.

Payment Frequency: Quarterly


Payment Terms: Net 30

Additional Terms

Marketo may not use Customer's name or logo without Customer's prior written consent.

By signing below, Marketo and Customer acknowledges that it has carefully read and fully understood this Agreement, and each agrees to be bound by the terms of this Agreement. This Agreement becomes effective upon the date of last signature (the "Effective Date"). The individuals signing this Sales Order represent that they have the authority to bind the respective Parties to the terms of this Agreement.

Allied Global Marketing

Signature: 
Name: Mike Eggermann
Title: VP, IT _____
Date: Jul 18, 2023 _____

Ship-To:
Mike Eggermann
233 Broadway
New York, NY 10279
US

Marketo, Inc.
Marketo, Inc., 901 Mariners Island Blvd Suite 200, San Mateo, CA,
94404, United States
Signature: _____
Name: _____
Title: _____
Date: _____

Bill-To:
Mike Eggermann
233 Broadway
New York, NY 10279
US
meggermann@alliedglobalmarketing.com