

Renewal Sales Order



Customer:

Address:

Bill To:

Prepared By: Renee Fournier

Phone:

Fax: +1-650-376-2332

Order Number: Q-336338

Offer Expiration: 10/28/2022

PO Number:

PO Required: Yes or No

Created Date: 10/13/2022

Subscription Services: Marketing Automation and Analytics

Product Name	Term	Net Price
Select Package	12	USD 73,195.53

GRAND TOTAL: USD 73,195.53

Usage Rights

Subscription Start Date: 11/1/2022

Subscription End Date: 10/31/2023

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:

Select Package

Application	Qty	Unit	Start Date	End Date
Custom User Roles & Permissions	1	Each	11/1/2022	10/31/2023
API Calls	50,000	Daily API Calls	11/1/2022	10/31/2023
Lead & Account Database	200,000	Contacts	11/1/2022	10/31/2023
Custom Data Objects & Fields	2	1M Custom Object Records	11/1/2022	10/31/2023
Advanced Dynamic Content	200,000	Contacts	11/1/2022	10/31/2023
Campaign & Journey Automation	200,000	Contacts	11/1/2022	10/31/2023
Advanced Personalization	1	Each	11/1/2022	10/31/2023
Marketo Engage Users	25	Each	11/1/2022	10/31/2023
Landing Pages & Forms	1	Each	11/1/2022	10/31/2023
Audience Segmentation & Targeting	1	Each	11/1/2022	10/31/2023
Scoring, Routing & Alert	200,000	Contacts	11/1/2022	10/31/2023
Intelligent Cross-channel Nurturing	200,000	Contacts	11/1/2022	10/31/2023
Email Marketing	1	Each	11/1/2022	10/31/2023
Social Marketing	1	Each	11/1/2022	10/31/2023
Event & Webinar Marketing	1	Each	11/1/2022	10/31/2023
Marketing Calendar	25	Users	11/1/2022	10/31/2023
Search Engine Optimization	1	SEO 500-Keyword Block	11/1/2022	10/31/2023
Paid Media Targeting	1	Each	11/1/2022	10/31/2023
Campaign Reporting & Insights	1	Each	11/1/2022	10/31/2023
Attribution & ROI Dashboards	200,000	Contacts	11/1/2022	10/31/2023
Secured Domains	1	Domain	11/1/2022	10/31/2023
Sandbox Add-on	1	Each	11/1/2022	10/31/2023

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Application	Qty	Unit	Start Date	End Date
Select Database Size	200,000	Contacts	11/1/2022	10/31/2023
Sales Insight	5	User(s)	11/1/2022	10/31/2023
Native CRM Integration (SFDC & MSD)	1	Each	11/1/2022	10/31/2023
Dynamic Chat	1	Each	11/1/2022	10/31/2023
Email MKTG - Email Deliverability	1	Each	11/1/2022	10/31/2023
Core Application - Managed Service Provider Instance	2	Each	11/1/2022	10/31/2023
Online Support	1	Each	11/1/2022	10/31/2023
Bizible Tier 2	1	Each	11/1/2022	10/31/2023
Core Application - Additional Marketo Engage Users	25	Each	11/1/2022	10/31/2023

Terms of Use

This Sales Order, together with the Marketo End User Subscription Agreement signed on 10/31/2017 constitutes the entire agreement between Marketo and Customer governing the Services referenced above ("Agreement"), to the exclusion of all other terms. 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. Subscription fees for the products listed herein will automatically increase by 8% per year on the next annual renewal. As used herein, the term "Sales Order" is synonymous with the term "Order."

Additional Terms

Payment Frequency: Quarterly

Payment Terms: Net 30

Customer gives permission to Marketo to use Customer's name and logo for marketing efforts.

Managed Service Provider

Notwithstanding the service bureau restriction set forth in the Agreement, Marketo hereby grants to Customer the non-transferable, non-sublicensable right during the Subscription Term to permit Customer employees to access and use the Services for service bureau purposes, solely to provide such Services to Customer's clients (subject to all other usage limits and restrictions in the Agreement). The rights and obligations of Marketo under the Agreement are to Customer only, and Customer's clients shall not be deemed a party to or a third party beneficiary of the Agreement.

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"). Unless otherwise set forth herein, Customer will be invoiced for the initial payment on the Subscription Start Date. The Subscription Start Date will commence on the date listed above.