

### 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 from time to time as new technologies or coding conventions come into Use.

**1.2** "Content Item" means any page, experience, or media asset that is either published or has at least one active revision (including Draft, In Review, and Scheduled states), with a unique identifier managed and/or stored by Customer and/or its Affiliates within the Software Service. Each language version and each page variation counts as a separate Content Item. For the avoidance of doubt, reusable blocks, assets stored in an Optimizely DAM, previously published versions, and items in trash are excluded.

**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-second 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. An active event is each tracking individual tracking signal sent to ODP and containing a user identifier: a) A customer action (also called events) b) A customer update.

**1.10.4** for clarification, for Use of both the Feature or Full Stack and Web versions of user traffic linked to the same user through a unique ID will count once across Web and Feature Experimentation.

**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. An Opal Credit is the standard unit of consumption used to price interactions with Opal. Every task consumes a number of credits, determined by three key variables: Inference (the LLM model used), Context (the volume of tokens processed), and Opal tool calls (API calls made by Opal agents during the task).

**1.12** Each variable is weighted and combined into a task score, which maps to a T-shirt size — from Chat through to XL — each carrying a fixed credit value. This gives customers a predictable and consistent measure of consumption by task type.

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

**1.13.1** For **API Calls per Year** (or ACY) - 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.

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

**1.13.3** 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.

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

**1.13.5** 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.

**1.13.6** 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.

**1.13.7** 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.

**1.13.8** 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.

**1.13.9** 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.

**1.13.10** 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.

**1.14** “Named User” means:

**1.14.1** A specific, individually identified person authorized to access and use the Software Service. A Named User license is assigned to that individual and is not tied to a device, location, or concurrent usage count. A Named User license may not be shared between individuals and may only be transferred to another person by way of permanent reassignment (e.g., when the original user leaves the organization). This is not measured as an aggregate number over the Term, but rather a limit that may not be exceeded at any time during the Term without being considered an Overage. The following product-specific Named User definitions supplement the general Named User definition and apply only to the named product.

**1.14.2** 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.

**1.14.2.1** For **CMS (SaaS) and CMS (PaaS)**, Named Users are counted based on any individual with at least one role assigned to the CMS, regardless of the specific role held. Where a Named User has access to multiple CMS instances within the same organization, that individual is counted once.

**1.14.2.2** For **CMP and DAM**, Named Users are assigned one of the following role types, which determine their level of access:

- (a) **CMP Creator / Admin** – Full access to all CMP platform modules. Admin additionally receives access to administrative and organizational settings.

- (b) **CMP Collaborator** – Access to shared or assigned campaigns and tasks only.
- (c) **CMP Guest** – Access limited to the Requests module to submit and monitor requests.
- (d) **DAM Editor / Admin** – Full access to the DAM system. Admin additionally receives the ability to manage users and modify settings.
- (e) **DAM Viewer (Library Only)** – Access limited to the DAM Library module.
- (f) Each role type can have a standard or custom role. Custom roles are based on a standard role template and allow permissions to be removed from the standard role.

**1.15 “Guest User” means:**

**1.15.1** 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.

**1.16** “Pageview” 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.

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

**1.18** “Visit” means an HTTP request that returns an HTML response where the HTTP Referer header is either missing (for example, a direct URL, bookmark, or typed address) or does not match the site hostname (for example, a link from a search engine or another website). For clarity, (i) one Visit can consist of multiple Pageviews, (ii) Visits are measured at the CDN edge, not through browser scripts or cookies, and (iii) static file requests (such as images, stylesheets, or scripts) are not counted as a Visit.

**1.19** “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.

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

**1.21** “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.

**1.22** “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.

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

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

**1.25** “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.

**1.26** “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.