



DIGITAL EXPERIENCE ANALYTICS (DXA) PRODUCT DESCRIPTION

1. OVERVIEW

Medallia **Digital Experience Analytics** or (“**DXA**”) is a solution that provides a Medallia customer (“**Customer**”) with data and insights around end user digital behavior on websites and mobile apps. DXA identifies and prioritizes digital experience issues that may be impacting functionality, conversion, and engagement using reports and tools that give visibility into issue root causes.

DXA is enabled by deployment of a “JavaScript web tag” (DXA for web) and/or “mobile SDK” (DXA for app) which initiates automatic client-side data collection for end user behavioral analysis, experience analytics and metric calculations. DXA automatically collects digital activity data including mouse movement, clicks, scrolls, and commands, behaviors and experience issues including on-page search, scroll engagement, unresponsive multi clicks, rapid scrolling, and device rotation, as well as technical performance metrics and metadata including load time, render time, error codes, operating system and device type to generate insights and analytical reporting.

Website and mobile app data collected by DXA is used to calculate the “Digital Experience Score™” or (“**DXS**”) metric which is composed of separate pillar scores for engagement, frustration, technical, navigation, and form experience. Additionally, DXS is calculated at different levels of experiences including session DXS, page DXS, and real-time DXS of which the latter is exposed client-side for real-time personalization and actioning purposes. DXA will use collected and processed data from website and/or mobile app visitor sessions to generate analytics including DXS, behaviors, experience issues, and segments that can be visualized in features such as funnels, journeys, reports, heatmaps, and session replays.

DXA supports various software product integrations using out-of-the-box connectors, data streams, webhooks and APIs to provide additional operational and analytical value to Customers. Additionally, DXA has a productized integration of select data such as DXS, behaviors, session replays, digital feedback scores and aggregate session and page level metrics with standardized reporting dashboard views in Medallia Experience Cloud (“**MEC**”) which represents an additional buy-on. DXA supports user single sign-on (SSO) authentication for 3rd-party IdP solutions (SAML, LDAP) or directly through Medallia Experience Cloud and enforces role-based access control (“**RBAC**”) to features and content within the product.

DXA will only collect data elements made available in the data layer and those explicitly configured within the tool, such as tracked events and custom dimensions. DXA will automatically exclude all identified form fields by default to prevent personal identifiable information (PII) collection and provides self-service options to explicitly mask specific elements. DXA does not request or automatically capture PII such as name, email, user ID, device ID, and other identifiers unless the functionality is explicitly configured by the Customer.

2. ENTITLEMENTS

Subscriptions to DXA are purchased in an order form (an “**Order Form**”), which will identify the “**Annual Sessions Tier**” licensed. Each “**Session**” represents a group of user interactions from a website or mobile app that take place within a given time frame. A single Session can contain multiple page views and events. Each website visit and mobile app launch is equivalent to one (1) Session. Each Session is only analyzed, stored, and counted towards your Annual Sessions Tier if sampling criteria is met.

DXA includes online access for authorized users in a Customer’s organization (a “**User**”) to view Session behavior and metrics like the Digital Experience Score™ for Sessions with less than 100 page views (“**Experience Data**”), reporting in the form of heatmaps and technical reports (“**Analysis Data**”), and Session recordings of the end-customer digital experience (“**Replay Data**”). Each one (1) Session captured will include all data available across Experience Data, Analysis Data, and Replay Data. All DXA Annual Session Tiers include unlimited User access. Customer has the ability to configure automated batch exports of session-level and page-level data from DXA into other systems via data stream functionality. DXA includes up to 1 GB of archive storage which allows Users to favorite session recordings, heatmap snapshots, and exports. Customer will be provided full administrator access to the DXA tool for product configuration and user management purposes including the ability to add and remove users from the system, configure properties, security settings, alerts, reports, segments, and integrations among other features via self-service.

Experience Data and Analysis Data will be stored for thirteen (13) months and Replay Data will be stored for three (3) months, unless otherwise stated on the Order Form.

DXA uptime service level commitments are stated in Exhibit A (the “**SLA**”). If Sessions exceed one twelfth the Annual Session Tier in a given month, then the service level commitments as stated below in Exhibit A may not apply for that month of service. DXA subscriptions also include the Standard Success plan for detecting and troubleshooting technical issues and answering DXA product-related questions. Alternative success plans, if purchased, will be listed in the Order Form.

3. COMPLIANCE

Customer shall ensure that its agreements, privacy policies and any other terms applicable to its relationships with its website and app visitors are sufficient and effective to permit Customer to use DXA in the manner Customer selects. Customer shall comply with all applicable laws and regulations with respect to its use of DXA.

Exhibit A

Service Level Agreement

Medallia will provide Customer with access to DXA website and app analytics software with at least 99.9% availability per month. If the **Monthly Uptime Percentage** is less than 99.9% in any two of four consecutive calendar months ("**Chronic Breach**"), then, in addition to all other remedies available to Customer, Customer may terminate the Agreement and/or any applicable Order Form on written notice to Medallia within ninety (90) days of Customer's discovery of the Chronic Breach with no liability, obligation, or penalty to Customer by reason of such termination and Medallia will provide Customer a pro-rata refund of all prepaid subscription fees.

Medallia will report Customer's most recent "**Monthly Uptime Percentage**". The Monthly Uptime Percentage is calculated by the following formula:

$$\frac{(\text{total number of minutes in the month} - \text{total downtime in minutes for that month})}{\text{total number of minutes in that month}} * 100$$

Monthly Uptime Percentage calculations exclude: (a) up to 36 hours per year of scheduled downtime for system maintenance and upgrades; (b) any downtime due to Customer's network, Customer's certificate, Customer's identity provider, third-party messaging platforms or other third-party services, or any actions, such as configurations, or inactions of Customer or third parties; (c) any downtime that results from any beta or not otherwise generally available products; and (d) any other downtime scenario caused by factors outside of Medallia's reasonable control and not caused by Medallia. Medallia will provide no less than 14 days' notice prior to scheduled downtime, except for emergency updates.