

## PAID MEDIA ADVERTISING AND PAID MEDIA REPORTING

*Apply to all products licensed by the Customer*

1. Paid Media Advertising includes the Paid Media Reporting product.
2. "Media Spend" means Customer's advertising/media spend volume managed via the advertising accounts on the various Connected Services (e.g. Facebook advertising account) connected to the Sprinklr Platform. If the Media Spend is exceeded, Customer will automatically move into the appropriate volume tier and be charged additional fees for the remainder of the then current term.
3. All fees for customer's Media Spend shall be paid by Customer to the Connected Services directly, Sprinklr shall not be responsible and/or liable for customer's Media Spend and customer shall indemnify and hold harmless Sprinklr from any Media Spend fees charged to Sprinklr.
4. Advertising depends on the reliability and accuracy of content held by and received from the Connected Services. Sprinklr has no control over this data and the reliability of the Connected Services. Advertising provides the ability to set budgets for advertising spend on the Connected Services.
5. Paid Media Advertising and Paid Media Reporting include access to the Sprinklr Platform to activate or report on Paid Media. For clarity, when a user utilizes Sprinklr solely to activate or report on Paid Media, this user does not require a Social Publishing & Engagement: Enterprise license. The Paid Media Advertising or Paid Media Reporting fee is based on Paid Media bought using accounts connected to Sprinklr for activation or reporting purposes. If any user utilizes Sprinklr for more than activating or reporting on Paid Media, that user is required to be licensed for the capabilities utilized by purchasing an additional Sprinklr seat license to enable the additional required functionality. For example, if a user activates and reports on paid media and uses Sprinklr Listening to research the conversations surrounding the campaign, they must be licensed for a Social Publishing & Engagement: Enterprise seat.