

## Exhibit A - Professional Services Description

### Professional Services – Marketing Campaign Services - Professional

- I. **Overview.** This service agreement includes recurring services for Zywave to execute Marketing Campaign - Professional services on behalf of Customer.
- II. **Zywave Team.** The Zywave Team assigned to perform the Professional Services described in the agreement will include an Implementation Consultant and a Data Analyst.
- III. **Duration.** Ongoing for the duration of the Term based on Customer's responsiveness and availability.
- IV. **Assumptions:**
  - i. Customer must be licensed to use Sales and Content Clouds
  - ii. Customer will provide new account and contact data or data updates to Zywave two (2) weeks in advance of wanting to run a campaign
  - iii. Customer will be responsible for accuracy of data to be used in campaigns
  - iv. Customer will provide custom content or identify Zywave content in Content Library two (2) weeks in advance of wanting to run campaigns
- V. **Inclusions.** The following services will be provided as part of this agreement.
  - i. **Data Services:**
    1. Zywave processes one (1) upload of accounts and contacts, per quarter
    2. Zywave creates up to five (5) initial Dynamic/Static Distribution Lists for automated email marketing, per quarter
  - ii. **Consulting:**
    1. Quarterly Campaign Management
      - a. One-on-one campaign planning consultation with Customer
        - i. Quarterly preparedness discussion to review:
          1. Content Library's annual Campaign Catalog Guide to determine type of campaigns to run each quarter
          2. Target audience per campaign each quarter
          3. Establishing campaign email template subject lines, email template content, and name of Customer contact whose account will be used to send campaigns
          4. Content to be used per campaign
          5. Delivery schedule per campaign
          6. Utilizing data loaded per quarter, as noted in V.i.
        - b. One-on-one campaign assessment consultation with Customer
          - i. Quarterly reporting review to discuss:
            1. Distributions and success of campaigns
            2. Open and click rates, recipient engagement
            3. Best practices for campaign improvements in between quarters
      2. Content Management Configuration
        - a. Zywave to upload up to twenty-five (25) pieces of content on behalf of Customer, per quarter

- b. Content to be in formats compatible with currently available system functionality
  - c. Content can either be custom content provided to Zywave by Customer or from the Zywave Content Library
3. Campaign Delivery
- a. Zywave to create and send up to twenty-five (25) campaigns on behalf of Customer, per quarter
  - b. Assisting with establishing workflows on email template customization to match Customer's branding
  - c. Establishing best practices with campaign audiences and timing for email delivery

VI. **Exclusions.** The following activities are not included in this Agreement and, if applicable, require an additional service agreement and subsequent cost estimate:

**i. Data Services:**

- 1. Additional data imports beyond limits defined in V.i.
- 2. Updates or edits of data on behalf of Customer
- 3. Database back-ups
- 4. Creation of or customizations to Third-Party System Integration(s)

**ii. Consulting:**

- 1. On-site consulting at Customer or Zywave physical locations
- 2. Custom graphic design work
- 3. Creation of custom content pieces
- 4. Upload of additional custom content pieces beyond limits defined in V.ii.
- 5. Creation of additional campaigns beyond limits defined in V.ii.
- 6. Setup of Smart Content Delivery Integration on behalf of Customer