

Salesloft.

Description of Services for
Drift Monthly Playbook Optimization
Services (“Playbook Services”)

Service Summary

Customer will have access to up to a certain number of hours per month (as outlined in the Order form) of the Playbook Services outlined below. The Playbook Services shall be made available to Customer for the duration of the applicable cloud-based Subscription Services term set forth in the Order Form (the “Playbook Services Subscription Term”). The monthly hours may only be used in the then applicable month. Hours from multiple months cannot be pooled, unused hours will not roll over from month to month, and no refunds will be given for unused hours.

The Playbook Services exclude any business requirements or services not listed below and any perceptions or assumptions based on conversations or product demonstrations that took place during the sales process. The Playbook Services will be performed against up to one (1) production instances of Drift and one (1) Drift workspace. Any additional instances or workspaces will require additional Services and a change order to this Description of Services.

Services Scope

A description of the Playbook Services available to Customer during the Playbook Services Subscription Term is included below. For the avoidance of doubt, Salesloft does not represent that it will provide all available Playbooks Services to Customer each month. The extent of Playbook Services delivered each month will be determined by Customer’s level of cooperation and the monthly hour limit. Customer acknowledges that Salesloft has no obligation to exceed the monthly hour limit during any month.

The Playbook Services include the following:

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- Salesloft will help align the core Customer team (Sales, Marketing, Ops, IT), define goals and commit to actions and deadlines.
- Salesloft will develop a Customer specific project plan, including milestones, tasks and dependencies.
- Salesloft will provide regular updates on project progress. Salesloft will guide Customer through Conversational Marketing Strategy and how to advance their playbook strategy with the features available on their plan. Salesloft will provide guidance on playbook optimizations & building for launch according to best practices.
- Salesloft will create/tailor routing rules based on the work-flow provided by Customer. Audits of existing routing rules will happen on an annual basis.
- Salesloft will review playbooks, results and feedback, suggest optimizations and answer questions. Salesloft will guide Customer through standard Drift reporting.

The following activities are required from Customer to enable Salesloft's delivery of Playbook Services:

- Customer will deliver an outline of qualifying questions and provide Salesloft with all necessary information for the building of Drift playbooks. Customer will designate an individual responsible for testing and reviewing playbooks and their copy.
- Customer will provide a work-flow for desired conversation assignment based on their internal set-up.
- Customer will provide relevant goals and KPIs to the Salesloft team to determine how value is measured. Customer will validate data exists in Drift or internal systems to support goals & KPIs in future review. Where necessary, Customer will provide Salesloft access to internal data to allow for detailed reporting sessions.
- Customer will regularly review, update and complete tasks within the project plan.

Project Assumptions

In addition to any other responsibilities described herein, set forth below is a list of the obligations for which Customer is responsible, conditions on Salesloft's performance, and assumptions upon which Salesloft has relied in agreeing to perform the Playbook Services.

- Salesloft and Customer will both identify and provide Program Leads to serve as the primary point of contact for each party throughout the engagement. Customer will ensure stakeholders are available and able to participate in program meetings as required, according to the program plan and timelines.
- Project backlog and tasks will be managed through Salesloft's third-party project management tool. Customer stakeholders will receive invitations to collaborate in these tools, as necessary. Customer stakeholders who access the project management tool agree to do so in accordance with all applicable terms and conditions.
- Customer is solely responsible for providing data quality of sufficient standards to achieve Customer goals.
- While Salesloft may advise or provide best practices, Customer remains responsible for final decisions on whether to implement or retain any suggestions or changes proposed by Salesloft with respect to its instance of Drift or its business. Further, Salesloft may provide best practice playbook frameworks. However, Customer is responsible for all content to be used within playbook frameworks.
- Customer will provide all data, systems and connectivity necessary for Salesloft to perform its obligations under this Description of Services.
- Customer is responsible for any configuration, customization or installation of Salesforce features (including AppExchange packages). Salesloft will not request or accept administrator permissions in Customer's CRM instance.
- All Playbook Services will be delivered in English, and during the standard working hours (US and/or UK time zone) of the consultant assigned.

The following activities are considered out of scope and will not be delivered by Salesloft as part of the Playbook Services.

- CRM advisory services not directly related to the provisioning and use of Drift features.

- Writing, troubleshooting or configuration of any custom code (e.g. Apex, API, Visualforce) or performance of other custom development.
- Salesforce sandbox and/or production configurations by Salesloft team.
- Playbook copywriting.
- Configuration of any 3rd party applications that are integrated with Salesloft products (including, but not limited to, Salesforce, Vidyard, LinkedIn, 6sense, ZoomInfo, etc.).

Customer Cooperation

Customer will cooperate reasonably and in good faith with Salesloft in its performance of the Services by, without limitation:

- Allocating sufficient resources and time to perform any tasks reasonably necessary to enable Salesloft to perform its obligations. Delivering in a timely manner any Customer collateral and other obligations required.
- Responding in a timely manner to Salesloft's inquiries related to the Playbook Services.
- Actively participating in scheduled project meetings, providing accurate and timely information, data and feedback, all as reasonably required.

Location of Work Facilities

Unless otherwise agreed to in writing, all the Playbook Services shall be performed remotely.

Additional Terms

Termination and Renewals

The Playbook Services may not be terminated, except as expressly permitted in the Agreement. Renewal of the Playbook Services described in this Description of Services will

be subject to the same terms as the other Subscription Services covered by the applicable Order Form and Agreement.

Fees

Fees are due and payable in accordance with the Order Form and Agreement. Playbook Services are provided as a subscription and are not based on deliverables. Customer's decision not to utilize all monthly hours available shall not waive or modify the amounts payable for the Playbook Services, and no refunds or credits will be issued for any Playbook Services which are not used during the Playbook Services Subscription Term. Furthermore, Salesloft will not be responsible for any failure to deliver the Playbook Services, or if the monthly hours are not fully utilized, where such is attributable to the Customer's decision not to participate in meetings or provide required information or data.

Change Requests

Any changes must be agreed upon by both parties in a change order to this Description of Services. Notwithstanding the foregoing, the Services are a subscription offering and Salesloft is not required or obligated to accommodate changes to the subscription program, provided that specific, mutually agreed upon one-time professional services may alternatively be addressed through a separate statement of work.

Travel Expenses

Salesloft will invoice Customer separately for fees and expenses incurred in performing the Playbook Services. Where the parties mutually agree that all or a portion of the Playbook Services covered by this Description of Services will be provided on-site or in-person, Customer shall be responsible for the travel and out-of-pocket expenses (including but not limited to, transportation, lodging, meals, authorized purchases of data and other customary travel expenses) of the Salesloft personnel involved.