

Medallia

MEDALLIA AGILE RESEARCH TARGETED PANEL MANAGER PRODUCT DESCRIPTION

1. OVERVIEW

The Medallia Agile Research Targeted Panel Manager is a tool within Medallia Agile Research that enables a Medallia customer (“**Customer**”) to purchase a targeted panel (a “**Panel**”) of respondents for Customer’s surveys in Medallia Agile Research.

2. PURCHASING A PANEL

Panels are purchased directly within the Targeted Panel Manager by Customer, without a separate Order between Customer and Medallia.

A. Survey Parameters and Estimated Costs

When purchasing a Panel, Customer will provide Customer’s estimated values for the following survey metrics:

- Length of Interview (LOI) — Amount of time (in minutes) it will take the participant to complete the survey.
- Incidence Rate (IR) — The percentage of people in a panel or the number of people to which the survey was sent that qualify for a survey. There are two types of IR:
 - Predicted IR is the anticipated percentage of respondents that are likely to qualify for a study based on qualifications for the survey set by Customer (the “Screening Criteria”). The predicted IR often fluctuates throughout the duration of a survey and helps anticipate how many respondents the survey should be sent to before and during the survey.
 - Actual IR is the actual number of respondents that qualified for the survey based on the final number of respondents to which the survey was sent.

Customer must also provide a desired number of Completes for a given survey. Each survey participant who is not disqualified based on the Screening Criteria and who completes the survey is considered a “**Complete.**”

Based on Customer’s submitted LOI and IR estimates and desired number of Completes, Targeted Panel Manager will provide a total cost estimate (“**Estimated Cost**”) and a cost per survey completion (“**Cost Per Incidence**” or “**CPI**”) estimate. Customer may also enter a “**Maximum Project Cost**” into the Targeted Manager, which must be greater than the Estimated Cost.

By default, only Users with billing administrator permissions have the authority to purchase a Panel. Users without billing administrator permissions can create Panels and save them to their drafts, but only a billing administrator can authorize the purchase of the Panel, thereby moving the Panel from draft to purchased state.

B. Survey Pausing and Completion

Surveys can be paused (“**Survey Pause**”) or ended (“**Survey Completion**”) at any point by Customer. A survey will also automatically end in the event that:

- it has received the desired number of Completes.
- if a survey has not received the desired number of Completes set by Customer, yet has been active for 60 days. The survey's status will be set to "Expired" and the survey will end.

Expired and ended surveys may not be re-opened or restarted.

Additionally, surveys will be automatically paused until Customer enters in a sufficient Maximum Project Cost in the event that:

- The Actual Project Cost reaches the Estimated Cost (or Maximum Project Cost, if entered) at any point during the duration of the survey; or
- The actual CPI surpasses the maximum CPI (the Estimated Cost or Maximum Project Cost divided by the number of Completes).

C. Total Costs Owed

Customer shall pay for the actual number of Completes collected ("Actual Project Cost") at the time of Survey Completion, even if number of Completes surpasses a Customer's requested or anticipated number of Completes or if the Actual Project Cost is greater than the Estimated Cost or Maximum Project Cost.

The Actual Project Cost of a Panel may vary from the Estimated Cost and CPI estimates due to differences between the actual LOI and IR and Customer's estimated LOI and IR.

Customer can report suspected fraudulent responses prior to Survey Pause or Survey Completion by flagging a respondent as "Poor Quality." Poor Quality responses are reviewed and approved or rejected by the third party panel vendor.

Customer will be invoiced for Customer's Panel purchases upon Survey Completion. Customer shall pay applicable transaction taxes on the Actual Project Cost.

D. Payment

Invoices for Panels purchased through Targeted Panel Manager will be sent to either the Medallia Agile Research billing administrator or the email address provided by Customer, as applicable. Invoices must be paid in accordance with Customer's applicable Order Form for Medallia Agile Research or Medallia Experience Cloud. Otherwise, Customer may be subject to an overage fee equivalent to 10% of Customer's total invoiced amount. In the event of a past-due invoice, Customer's future Panel purchases may be suspended until an invoice is paid in full.

3. COMPLIANCE

Customer will comply with the terms of use of the third-party panel provider, Prodege, LLC, available at <https://www.prodege.com/>.

Customer shall not solicit any goods or services to respondents, require that they download, install, or register a program, application, browser extension, meter or any other program on their device (i.e. mobile phone, desktop, tablet, etc.), or send respondents any commercial advertising. The aforementioned restriction also includes requests to upload a receipt or purchase a product as part of the survey.

Customer shall not collect any personal identifiable information from respondents, including but not limited to: first name, last name, personal/home address, work address, full or partial phone number, respondent's initials, or other information prohibited by the applicable agreements between the parties.

Customer shall not require a respondent to engage in any surveys or activities that cannot be completed in the immediate survey time, which may include without limitation the following: diaries, online/offline focus groups, IHUTs, etc.

If Customer decides to embed a video in a survey question, it needs to be configured as optional in order to send to respondents via Agile Research's native integration.