Support Marketing Engagement Services Summary of Changes

Effective March 28, 2023

In accordance with the [WebMD Ignite Terms of Service](#), we are hereby providing notification of recent updates to the WebMD Ignite Product and Marketing Engagement Support and Services. A summary of the material changes are indicated below, and details can be found in the WebMD Ignite Platform Support and Marketing Engagement Guide and the updated WebMD Ignite Platform Support and Performance document located on the [Help Center](#).

Updated scope of marketing engagement support and services

Scope of marketing engagement support and services

Marketing Engagement Support is limited to the following:

- Basic product usage questions
- Ad-hoc list load ingestion

Marketing Engagement Services include, but are not limited to the following:

Marketing Engagement Services are paid services, charged on a time and material basis. These may be covered in part or in full by contractual terms*[1].

- List Pull Activities include, but not limited to:
  - Evaluation of list criteria
  - Building of target audience
  - Export of target criteria and delivery of test audience count for approval
  - Execution of final list pull upon approval
  - Delivery of list to SFTP or syncing to marketing automation
- Marketing Automation Activities include, but not limited to:
  - Review Segments
  - Review Emails
  - Review Campaigns
- Facilitation of New Movers list purchase
- Facilitation of External/Physician list purchase
- Reporting configuration and basic interpretation of results
- Product usage questions to satisfy day-to-day marketing and reporting needs
- Consultation calls including research & follow-up

What changed?

- Support of basic product configuration questions removed as it is covered under Basic Product usage questions
- List Pull Activities now includes syncing lists to marketing automation
- Added Marketing Automation Activities - these include, but are not limited to:
- Review Segments
- Review Emails
- Review Campaigns
- Removed Marketing communication list consultation and/or execution

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[1]*Customers that have previously purchased "Premiere Support" have 30 List Pull Activities per year; not to exceed 30 hours.

- Removed Return Direct Mail Do Not Solicit (DNS) Service
- Added Consultation calls including research & follow-up
- The Marketing Engagement Services activities are listed above and in the WebMD Ignite Platform Support and Marketing Engagement Guide