GRID FOR THE PRESENTATION OF THE REFERENCE TARIFF UNITS

May 2022

GRID OF REFERENCE TARIFF UNITS

I. PURPOSE

Te purpose of this contractual sheet is to present the grid of Reference Tariff Units used to calculate Event Credits.

II.   LEXICON

The table below is composed of several columns informing the customer about the functioning of the functionalities proposed within the main functional families of the platform:

- Functions : Refers to the functional family to which the Feature belongs.
- Features : Refers to the functionality that the customer uses
- Type : Indicates the nature of the work done by the platform for this feature to deliver its value
- Weight : Refers to the weight of this feature in the consumption of the overall event credit purchased by the customer
- Metric : Indicates the variable that will be used to monitor the use of the functionality
- Minimum : Refers to the default settings or minimums associated with the operation of the platform
- Informations : Provides further details on accounting for the consumption of event credit

COMMANDERS ACT

FUNCTIONS	FEATURES	TYPE	WEIGHT	METRIC	MINIMUM	INFORMATIONS
DEVICE UNIVERSE : Site, IOT, Store, App						
TAG	CLIENT SIDE	COLLECTION	0,7	Deduplicated container call		
TAG	TAGPERFORMANCE	COLLECTION	1	Page views		Sampling of 1/1000
TAG	TAGPERFORMANCE	STORAGE	1	Page views	30 days by default	Adjustable for more storage
TAG	SERVER SIDE	COLLECTION	1	Input event		Output is 5 times input volume. Overage apply when limit is reach over the quota
TAG	LIVE NORMALIZATION	COLLECTION	0,2	Events normalisation		Apply for each concerned event and each rules
TAG	EVENT ENRICHMENT	COLLECTION	0,5	Events enrichment		
DATA	DATA ACTIVATION	COLLECTION	2	Any event		
DATA	DATA ACTIVATION	STORAGE	0,035	Any event stored per day	2 days minimum	
CAMPAIGN	CAMPAIGN DATA	COLLECTION	0,35	Any event		
CAMPAIGN	CAMPAIGN DATA	STORAGE	0,65	Event stored	90 days minimum	
CONVERSION UNIVERSE						
TAG	DEDUPLICATION	COLLECTION & STORAGE	1,5	Conversions		25 Months data purge
DATA	CONVERSION DATA	STORAGE	0,035	Conversions per day	12 months by default	
CAMPAIGN	CAMPAIGN CONVERSION	COLLECTION	1	Conversions		
CAMPAIGN	CAMPAIGN CONVERSION	STORAGE	0,025	Conversions per day	24 months by default	25 Months data purge
CONTACT UNIVERSE						
TRUST	PRIVACY BANNERS	COLLECTION	3	Banners displayed & consent collected		Based on the event of banners displayed
TRUST	COOKIE SCANNER	COLLECTION	3	Banners displayed		Sampling of 1/100 of banners displayed
DATA	CONTACTS	STORAGE	0,035	Contacts stored		Number of user created or updated. Reconciliated users stored segmentable and activable
DATA	CONTACTS IMPORT	COLLECTION	1	Creation / Update of contacts stored		
DATA	CONTACTS ENRICHMENT	COLLECTION	0,5	Contacts attributes	50 user attributes	Additionnal available by batch of 50
OTHER UNIVERSE						
DATA	CUSTOM UNIVERSE	STORAGE	1	Custom universe events stored per year		Contract duration
CAMPAIGN	TRACKING	COLLECTION & STORAGE	1	View/clicks		
API	API PLATFORM	COLLECTION	0,1	API Platform usage		