



HEREBY GRANTS THIS

RealCDP CERTIFICATE 2020

PRESENTED TO

BlueConic, Inc.

Entitled to be known as a RealCDP™ and authorized to display the RealCDP™ badge for successfully completing a comprehensive evaluation and providing satisfactory proof that meets all qualifications set forth by the Customer Data Platform Institute.

In Witness Whereof, this Second day of September 2020.

A handwritten signature in blue ink, reading 'David M Raab', positioned above a horizontal line.

DAVID M. RAAB
President, CDP Institute



A handwritten signature in blue ink, reading 'Vernon Tirey', positioned above a horizontal line.

VERNON TIREY
RealCDP Auditor