



Listrak Self-Service: On-Site Acquisition (Pop-Up)

SOLUTION DESCRIPTION

Listrak's On-Site Acquisition solution will obtain a customer subscription and automatically add the subscriber to a marketing list and trigger automated messaging.

YOUR RESPONSIBILITIES:

Integration:

- Integrate your website with Listrak's platform, if this step has not already been completed for an existing Listrak solution, in accordance with integration guides provided by Listrak

Application Setup, including the following:

- Setup your Listrak platform account utilizing Thrive, Listrak's learning management system to include:
 - Generate the necessary external events, and segmentation required for the solution
 - Map subscription point within subscription settings

Content & Creative:

- Write, design, code, and implement your pop-up form and the subscription confirmation pop-up

Quality Control

- Utilize and complete provided verification checklists to test the integration and solution for functionality and accuracy in accordance with how the solution is expected to perform

LISTRAK'S RESPONSIBILITIES:

Integration Guidance:

- Provide information required to integrate your website with Listrak's platform, if this step has not already been completed for an existing Listrak solution, in accordance with Listrak's integration guides

Application Setup, including the following:

- Setup your merchant within the Listrak platform
- Enable all necessary settings for access to Thrive, Listrak's learning management system
- Generate the necessary list for your solution.
- Ongoing release notes and educational articles through Listrak's Knowledge Base

Content & Creative:

- Provide template options for your pop-up will be available through the Listrak platform.

Quality Control

- Provide quality testing checklists for setup verification and pre-deployment testing for you to complete
- Up to two (2) rounds of testing for functionality and accuracy, in accordance with how solution is expected to perform

OUT-OF-SCOPE:

- **Additional Solution Functionality Testing:** Testing and troubleshooting of technical integration beyond the two (2) included rounds of verification may incur Professional Service fees at the prevailing billable rate. If troubleshooting requires the assistance/participation of a Listrak Developer, the same billable rate may apply.
- **Updates/Break-Fix:** If you modify an email's original HTML (as provided by Listrak), your website, or eCommerce platform/provider in any way that would affect the solution or any technical integrations with Listrak, necessary Professional Service fees may be charged at the prevailing billable rate to troubleshoot and resolve resulting issues. The same applies to client-caused break-fix scenarios within the Listrak application.
- Any changes to the solution scope as provided from Listrak may require a statement of work and additional investment. A custom scope definition will be provided in a separate document for your review.
- **Any feature or functionality not expressly addressed in this scope document is considered out-of-scope by default.**

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