LISTRAK

Post Purchase

SCOPE

- Listrak will work with you to analyze your customers' purchasing behavior through the visual Life Cycle Grid. Listrak will run a Bayes Net Analysis on your customer base to determine which points in the customer life cycle have the highest potential for re-engagement.
- Listrak will work with you to determine the best approach to utilizing your Post Purchase / Life Cycle Grid solution. You may choose one of the following set-up options:
    - Using the Post Purchase Fusion App tool: up to two (2) email messages in Post Purchase campaign types such as "thank you", "loyalty", "purchase anniversary", "winback", etc. The normal structure of an email-only Post Purchase campaign is to build one (1) message for each of two (2) campaign types. Optional multi-passes may be sent to those who do not click or open the message after a given duration.
    - Using the Life Cycle Grid: up to two (2) email messages in Post Purchase campaign types such as "thank you", "loyalty", "purchase anniversary", "winback", etc. The normal structure of a Post Purchase/Life Cycle Grid combination campaign is to build one (1) message for each of two (2) campaign types. Messages may be inserted into up to five (5) trigger points within the Life Cycle Grid.
- Listrak will provide the necessary information required to upload the order/product data daily via FTP.
- Listrak will provide the necessary information required (JavaScript or Listrak module) to integrate your website with conversion tracking if this step has not already been completed for an existing Listrak solution. Listrak will perform up to two (2) rounds of technical integration verification.
- Account set-up in Listrak will include:
    - Post Purchase Campaign and/or Life Cycle Grid activation and verification
    - Building the Post Purchase List
    - External events and segmentation
    - One (1) Conductor Conversation for each of your selected campaigns
    - Dynamic or static coupons
- Message content and creative will be provided by you or Listrak:
    - **Custom Creative - Listrak-provided:** If you opt to have Listrak generate a custom design for your message, you will be asked to provide job start information such as branding guidelines, promotional suggestions, product selections, copywriting, images, layout requests, etc. Copy can developed by Listrak copywriters, if needed. Upon request, Listrak can perform up to two (2) rounds of copy changes. Listrak will generate a design composition for your approval. If you desire creative modifications, Listrak will perform up to two (2) rounds of creative revisions to the messages based on your input. Revisions and/or designs beyond the two (2) included may incur Professional Services fees at the prevailing billable rate. Messages will be coded and a responsive version of each message can be developed by Listrak.
    - **Custom Creative - Client-provided PSD:** To make it easy for you to create your own mobile-friendly email creative, our design team has built several responsive-ready wireframes for your creative team to use as a guide. Simply select the wireframe option that best matches your needs and design within the bounding boxes (as indicated by the guide lines).

All content must lie within the bounding boxes, as any content that extends outside a bounding box may render the design inappropriate for responsive use.

  - Please provide your designs to us in the original layered Photoshop PSD files, and send us 1 PSD file for each solution or message (don’t lump multiple designs into 1 file). When sending to us, include all fonts and linked images.
  - Please only design for desktop rendering; if you want responsive messages, the Listrak team has a thorough understanding of responsive email design best practices and will create design compositions for each message showing the mobile layout.
  - After reviewing the PSD file(s) you provide to us, your project manager will let you know if anything in your design or content needs to change in order to be responsive or adhere to best practices. After your team makes these changes, send the files back to us. We will review once again and if everything is in order, we’ll proceed to the next phase of the project. If your design still requires updates to be responsive or best-practice-friendly, you have two options: you can employ the Listrak team to analyze your design and content and provide you with another list of revisions your team needs to make, or you can choose to move on to the next phase of the project with the design as-is (not responsive). If you choose to employ the Listrak team to provide this second list of suggested edits, that time will be billable at the prevailing professional services rate.
  - Once the creative is finished and approved, all messages will be coded by Listrak.
  - All creative and copy you provide is assumed to be final and correct as-is, so all revisions (responsive or otherwise) will need to be completed by your team. If you need Listrak’s team to make revisions for you, time spent will be billable at the prevailing professional services rate.

- Listrak will thoroughly complete all pre-deployment testing to ensure that each campaign is deployed per your expectations.