SMS – Short Message Service

SOLUTION DESCRIPTION

This product prepares and implements new or migrated Short Codes or new Toll-Free long codes into the Listrak application to be used to deploy mobile messaging.

SCOPE
Programs

- Listrak will provide the necessary documents and compliance guidance required to achieve carrier approval for **_up to_** 2 program types. This includes:
  - 2 carrier approval forms at the time of implementation

  NOTE: Toll-Free numbers do not require carrier approval; however, the form will be used as a guide to allow for the possibility of future migration to a short code (if later desired)

- Program types include:
  - Acquisition (Text-to-Join)
  - Transactional*
  - Sweepstakes

  * *Transactional programs require the use of the Listrak SMS API to build the necessary program to deploy messaging.*

Application Setup, including the following:

- Configuration of mobile message settings.
- Up to two (2) compliant programs.
- Upload of supplied dynamic or static coupons, if required.
- External events and segmentation for email, if required.

Custom Content & Compliance:

- Listrak will provide best-practice content recommendations which can be used as a guide. All copy must be complaint with the Telephone Consumer Protection Act (TCPA) and follow the CTIA handbook guidelines.
  - (optional) Two (2) rounds of content revisions are available.

Quality Control

- Solution testing
  - All programs will be tested for functionality and accuracy, in accordance with how the program is expected to perform.

Platform training: Listrak will provide one (1) basic training session to demonstrate how to use the platform, including:

- Accessing the platform
- Campaign, list, and contact management

- Broadcast message setup
- Analytics review
- Compliance best practices

LIMITATIONS

- **Toll Free Long Codes:** Toll-Free long codes are only available in the U.S and do not support Multimedia Messaging Service (MMS).

- **Short Code:** Short codes are available in U.S. and Canada however each country requires a separate short code. Multimedia Messaging Service is not available in Canada.

OUT-OF-SCOPE

- **Additional Programs After Initial Implementation:** If two (2) programs are requested, they must be submitted at the same time for consideration with the carriers. If a second program is requested after carrier submission, additional fees may be incurred.

- **Changes to Content:** Changes to content beyond the two (2) included rounds of revisions or once the content is approved may incur Professional Service fees at the prevailing billable rate.

- **Technical Changes:** If changes to provider or site modifications would affect 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 for client-caused break-fix scenarios within the Listrak application.

- **Additional Technical Support:** 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 program modifications or site changes 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.

ADDITIONAL NOTES

Any feature or functionality not expressly addressed in this scope document is considered out-of-scope by default.

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.