SMS – Short Messaging Service

SOLUTION DESCRIPTION
This product prepares and implements one (1) new or migrated Short Code into the Listrak application to be used to deploy mobile messaging.

SCOPE
Listrak will provide the necessary documents and compliance guidance required to achieve carrier approval for promotional or transactional-based SMS and Multimedia Messaging Service (MMS)* programs. Desired programs must be provided upfront with contract signature.

Program types include:
- Acquisition
- Transactional**
- Shopping Cart Abandonment
- Browse Abandonment

* MMS Is not available in Canada
**Transactional programs require the use of the Listrak SMS REST API to build the necessary program to deploy messaging.

Content & Compliance
- Listrak will provide best-practice content recommendations which can be used as a guide. All copy must be compliant with the country's short code compliance guidelines and communication policies. Two (2) rounds of content revisions included.

Application Setup
- Configuration of mobile message settings
- Upload of supplied dynamic or static coupons, if required
- External Events and segmentation for email campaigns, if required
- Tap-To-Join popup for acquisition on mobile

Quality Testing
- Listrak will test components of solution for functionality and accuracy, in accordance with how the program is expected to perform.

Training
- One (1) live* training session to demonstrate how to use the platform, including:
  o Accessing the platform
  o Campaign, list, and contact management
  o Broadcast message setup
  o Analytics review
  o Compliance best practices

*Training will be conducted over teleconference and recorded

LIMITATIONS
- **Short Code**: Short codes are available for US and CA; however, each country requires a separate short code and provisioning. MMS is not available in Canada.

OUT-OF-SCOPE

- **Additional Programs After Initial Implementation**: If additional programs are requested after carrier submission and implementation, additional fees may be incurred.
- **Changes To Content:** Changes to content beyond the two (2) rounds of revisions or once the content is approved may include additional fees.
- **Technical Changes:** If changes to provider or site modifications would affect technical integrations with Listrak, necessary fees may be charged at the prevailing billable rate to troubleshoot and resolve resulting issues. The same applies for client-causes break-fix scenarios within the Listrak application.
- **Additional Technical Support:** Testing and troubleshooting of technical integration beyond the two (2) rounds of verification may incur 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 after the solution or any technical integrations with Listrak, necessary 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 review**
- **Any feature or functionality not expressly addressed in this scope document is considered out-of-scope**