Listrak Exchange: Lead Ads

SOLUTION DESCRIPTION
The Listrak Exchange: Lead Ads Getting Started Package is a service provided to implement and set-up Listrak Exchange and Lead Ads on the client's behalf. Listrak Exchange enables Listrak audiences to sync with Facebook, Google, and Twitter. Listrak Exchange also enables you to sync acquired Lead Ads subscribers to Listrak in real-time and send them a series of welcome emails with offers and promotions. As part of this package, Listrak will also create, manage, and optimize Lead Ads for the first thirty days of the campaign.

SCOPE
Display Ads
- One (1) campaign with three (3) ad sets
- Each ad set will include four (4) – five (5) creatives

Integration Guidance
- Provide information required to integrate your website with a Facebook Pixel required for retargeting website visitors with Lead Ads.

Application Setup, including the following:
- Generate the necessary list, external events, and segmentation required for the solution
- Configuration of solution settings
- Connection of Listrak Exchange to client's Facebook Page and Ad Accounts
- Creation of one (1) conversation thread for new Lead Ad subscribers in a Listrak Welcome Series Conductor Conversation *(Email not included)*

Professional Services:
- Creation and management of a Facebook Lead Ad campaign for the first thirty (30) days including:
  - Optimization of targeting and ad spend
- Listrak will sync Listrak lists and audiences to the client's Facebook account
- Listrak will target up to three (3) ad sets (audiences) in the Facebook Lead Ad campaign
- Introduction of the client to a social agency partner for ongoing support if applicable

Content & Creative:
- Listrak will generate content and custom creative for one (1) campaign with three (3) ad sets utilizing client provided lifestyle images for your approval
  - Each ad set will be built upon the same design for visual brand consistency
  - (optional) Up to one (1) round of creative and content revisions to the ad sets in the composition phase.

Quality Control
Creative testing:
- All creative will be proofed for accuracy

Solution testing:
- Up to two (2) rounds of testing for functionality and accuracy, in accordance with how solution is expected to perform

LIMITATIONS

- **Administrative Access:** The client will need to provide **Facebook Business Manager Admin access for Listrak strategist. This access can be relinquished after thirty days.**
- **Lifestyle Images:** The client will need to provide images as follows:
  - Images size: Minimum of 1200px in width – images may be cropped as needed
  - Image Content: Images should be lifestyle images featuring popular products or product categories with no copy or content within.
- **Management of Facebook Lead Ad Campaigns:** The thirty days of management begins when the solution is enabled. After thirty days, the client is responsible for on-going management of the Lead Ad campaign with a social agency partner or on their own.

OUT-OF-SCOPE

- **Ad Spend:** Facebook Lead Ad Spend is the responsibility of the client. Ad spend is paid directly to Facebook.
- **Unique Creative per Initial Ad Set:** All ad sets within the program will be designed per the same wireframe for visual brand consistency. If you desire wholly new design per ad, necessary Professional Services design fees may be charged at the prevailing billable rate.
- **Changes to Listrak-provided Creative:** Changes to creative and content beyond the one (1) included round of revisions or once the creative or content is approved may incur Professional Service fees at the prevailing billable rate.
- **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.

- **Email:** Listrak Professional Services can duplicate an existing welcome series thread that includes an existing email, however new or adjusted email creative is not included in this solution.