



Transactional

SOLUTION DESCRIPTION

Listrak's Transactional solution includes Shipping and Order Confirmation emails that will deploy utilizing Listrak API calls. Additional transactional messages are not included and require custom scoping.

SCOPE

Deliverables

- Up to one (1) Order Confirmation email
- Up to one (1) Shipping Confirmation email

Integration

- Listrak will provide information required (i.e., API Integration Guide) to integrate client's website with the Listrak API
- Client will setup appropriate API calls to trigger transactional messages
- Listrak will provide information required to integrate client's 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
- Client will setup necessary site integration, if not already completed
- Listrak will provide up to two (2) rounds of integration validation. Client will implement required fixes. If additional rounds are needed, a change order may be required

Application Setup

- Listrak will generate the necessary list and up to thirty-five (35) segmentation fields per transactional message as required

Creative Development

Option 1: Listrak-Provided Creative

- Client will provide creative assets (eg, logo, font files, hi-res image(s), brand guidelines, promotional offer, etc.) for emails
- Client may provide their own message copy/subject line/preheader or Listrak will develop
- Listrak will create email proofs for review and approval
 - Transactional emails will be built using the same design wireframe for consistency, elements within the body can change but the overall layout/template will remain consistent
 - Up to 3 Dynamic Content Container (DCC) blocks with up to 2 variations each are included within scope
- Listrak will provide up to two (2) rounds of creative revisions to the messages prior to conversion
- Listrak will convert messages to HTML for final client approval prior to launch

Option 2: Client-Provided Creative

- Listrak will provide a selection of responsive email wireframes and best practices
- Client will provide final layered PSD, XD, or Sketch files, Excel document providing all linking URLs, subject line, and preheader. Client is responsible for providing all copy elements (message, subject line, preheader)
 - Designs should follow provided best practices and standards
 - Designs should be for desktop rendering only. Listrak will provide layout for mobile based on responsive design practices
- Listrak will review the supplied file(s) and provide up to one (1) round of suggested changes if designs do not adhere to standards as defined by Listrak. Client will be responsible for making

changes and sending back revised assets. Files provided are considered final, Listrak will not make adjustments to copy or creative (unless required for build/rendering). If additional changes are requested, a change order may be required

- Listrak will convert messages to HTML for final client review and approval prior to launch. Up to one (1) round of edits related to conversion are included

Creative Quality Testing

- Listrak tests creative rendering on the latest and most common email (eg, Outlook, Yahoo, Gmail, Apple Mail), device (Android, iPhone, iPad), desktop browser (Edge, Firefox, Chrome, Safari), and mobile browser (Chrome for Android, Chrome for iOS, Firefox for Android, Android, Safari, Edge) versions. These are subject to change based on usage and updates, a current list can be provided upon request

LIMITATIONS

- **Integration Verification:** Testing and troubleshooting the technical integration beyond two (2) rounds may incur Professional Services fees at the prevailing billable rate
- **Subscription Check:** There are no subscription checks on email addresses triggered through transactional campaigns
- **API Failure:** There is no option in the Listrak Platform to re-send API calls if a failure occurred. It is recommended that you programmatically queue all API calls to resume delivery when service resumes or manually re-send the calls
- **Additional Messages and Split Testing:** Since there is no Listrak Conductor Conversation for Transactional campaigns, the responsibility of a message series or message split testing would require the client to make the appropriate API calls in the desired timeline
- **Messages with Dynamic Content:** Emails containing dynamic content, segmented by products purchased, spend thresholds, or other factors may be limited within the Listrak platform and will require coding by the client to make the appropriate API calls
- **Responsive Design:** Responsive design may require creative changes to client-provided designs. If Listrak needs to perform these changes, all revisions must be approved by the client

OUT-OF-SCOPE

- **Changes to Client-Provided Creative:** All creative and content provided to Listrak is assumed to be correct, and any changes that are required or requested of Listrak may incur Professional Service fees at the prevailing billable rate. Changes to responsive layouts and HTML tests beyond the one (1) included round of revisions, after the creative design has been approved and converted to HTML, or once the solution is approved may incur Professional Service fees at the prevailing billable rate
- **Changes to Listrak-Provided Creative:** Changes to creative and content beyond the two (2) included rounds of revisions or once the creative or content is approved may incur Professional Service fees at the prevailing billable rate
- **Unique Creative Per Message:** All messages within the transactional solution will be designed utilizing the same wireframe for brand consistency. Elements within the body of each email can change, but the overall layout will remain consistent. Different layouts per message will require Professional Services fees
- **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 client modifies an email's original HTML (as provided by Listrak), 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 review**
- **Any feature or functionality not expressly addressed in this scope document is considered out-of-scope**

ADD-ONS

- **Additional Messages:** Listrak can create additional emails outside the scope of the typical two (2) message campaign, but these messages may incur Professional Service fees at the prevailing billable rate
- **Additional Support:** If client requires additional hours of support, Listrak's technical team and/or developers can provide assistance. Support hours may be billable at the prevailing Professional Services hourly rate
- **Additional Segmentation Fields:** Implementing more than thirty-five (35) segmentation fields per message will require custom pricing