Advanced Segmentation Package

SCOPE

- Advanced Segmentation Package (ASP) is a data sync solution that provides you with insight into the product browsing and purchasing patterns of your customers.

- Advanced Segmentation Package supports the dynamic synchronization of customer data, including the following data points:

    - Customer flag
    - Order count
    - Average number of reorder days
    - Last, first, and projected order date
    - Spent one (1), two (2) or three (3) year
    - Spent total
    - Recent items purchased
    - Average order value
    - Brand
    - Category
    - Last browsed brand
    - Last browsed category
    - Last browsed subcategory
    - Last site visit
    - Most browsed brand
    - Most browsed category
    - Most browsed subcategory
    - Recent items browsed
    - Recent items browsed overflow
    - Meta Fields: up to five (5) additional meta information fields

- 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.

    - Email Capture Points: In order to capture the email address of a visitor who has browsed and abandoned on your website, you need to install email capture code to all available forms on your website. If this has previously been completed for a solution such as Shopping Cart

Abandonment, all forms should already be set-up; if not, Listrak will provide you with any necessary code to integrate.

- Set up of client's account in Listrak will include:
  - o Credentials for receiving data from custom platforms (if necessary)
  - o Segmentation
- Listrak will thoroughly complete all pre-deployment testing.