Advanced Retail Segmentation

SCOPE

- Advanced Retail Segmentation (ARS) is a data sync solution that provides you with insight into the behavioral and purchasing patterns of your customers.

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

    o Customer flag

    o Order count

    o Average number of reorder days

    o Last, first, and projected order date

    o Spent one (1), two (2) or three (3) year

    o Spent total

    o Recent items purchased

    o Average order value

    o Brand

    o Category

    o 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.

- 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.