



Preference Center

SCOPE

- The Preference Center will be Listrak-developed as an iframe to be integrated with your email marketing list. The Preference Center is used to gather segmentation information about marketing list subscribers, such as interests, demographic/geographic information, and email frequency preferences.
- Listrak will design, develop, and host the iframe. You will be responsible for building a page on your site to house the iframe. Once developed, you will install the code we provide to you on that page.
- The Preference Center includes up to fifteen (15) fields as well as a confirmation page, an unsubscribe confirmation page, an unhandled error page, and an opt-down page.
- The included opt-down page will serve as a mechanism to reduce the unsubscribe rate by offering opt-down (frequency or otherwise) preferences to subscribers who click-through an “unsubscribe” link in an email. Subscribers who visit the opt-down page will also be given the option to unsubscribe completely.
- 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.
- Account set-up in Listrak will include:
 - External events and segmentation
 - Dynamic or static coupons for subsequent use in automated messages (such as a welcome series)
 - Subscription settings
- Preference Center content and creative will be provided by you or Listrak:
 - **Custom Creative - Listrak-provided:** If you opt to have Listrak generate a custom design for your preference center, you will be asked to provide job start information such as branding guidelines, promotional suggestions, product selections, copywriting, images, layout requests, etc. Copy can developed by Listrak copywriters, if needed. Upon request, Listrak can perform up to two (2) rounds of copy changes. Listrak will generate a design composition for your approval. If you desire creative modifications, Listrak will perform up to two (2) rounds of creative revisions to the preference center based on your input. Revisions and/or designs beyond the two (2) included may incur Professional Services fees at the prevailing billable rate. The preference center will be coded and if possible, a responsive version of will be developed by Listrak.
 - **Custom Creative - Client-provided PSD:** Please provide your designs to us in the original layered Photoshop PSD files. When sending to us, include all fonts and linked images. Please only design for desktop rendering; if you want responsive design, the Listrak team has a thorough understanding of responsive email design best practices and will create design compositions showing the mobile layout. After reviewing the PSD file(s) you provide to us, your project manager will let you know if anything in your design or content needs to change in order to be responsive or adhere to best practices. After your team makes these changes, send the files back to us. We will review once again and if everything is in order, we'll proceed to the next phase of the project. If your design still requires updates to be responsive

or best-practice-friendly, you have two options: you can employ the Listrak team to analyze your design and content and provide you with another list of revisions your team needs to make, or you can choose to move on to the next phase of the project with the design as-is (not responsive). If you choose to employ the Listrak team to provide this second list of suggested edits, that time will be billable at the prevailing professional services rate. Once the creative is finished and approved, your preference center will be coded by Listrak. All creative and copy you provide is assumed to be final and correct as-is, so all revisions (responsive or otherwise) will need to be completed by your team. If you need Listrak's team to make revisions for you, time spent will be billable at the prevailing professional services rate.

- Listrak will thoroughly complete all pre-deployment testing to ensure that the Preference Center is deployed per your expectations.