Listrak Exchange

SOLUTION DESCRIPTION

Listrak Exchange enables you to sync your Listrak audiences 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.

SCOPE

Integration Guidance:

- Listrak will provide help system guides that outline obtaining Facebook Business Manager credentials, connecting the ad account and setting up a Listrak synced Lead Ad. Listrak will also provide instruction for syncing additional social media accounts.

Application Setup:

- Listrak will enable the solution and necessary application settings within the Listrak platform.
- Listrak will create one (1) external event and subscription point on the master marketing list.
- Listrak will add one (1) external event trigger to an existing Welcome Series thread (email development and testing not included).
- Listrak will add segmentation to track current abandoners to the Cart Abandonment program.
- Listrak will set up two (2) jumpstart audiences based on the Welcome Series and Cart Abandonment programs:
    - Welcome Series Non-Openers
    - Current Cart Abandoners
- Listrak will create required segmentation and action steps within existing Shopping Cart Abandonment threads where applicable.

OUT-OF-SCOPE

- **Ad Spend:** Facebook Lead Ad or other ad spend is the responsibility of the client.
- **Connecting with Listrak Exchange:** The client will be responsible for connecting their Facebook Lead Ad account and Facebook Business Manager account via Listrak Exchange. Client will be responsible for any setup within accounts (Twitter, Facebook, etc.)
- **List Sync:** The client will be responsible for syncing their lists and audiences to the Facebook Lead Ad Account.
- **Creative:** All ad set creative is the responsibility of the client.
- **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.
- **Management of Facebook Lead Ad or other campaigns:** Campaign management is the responsibility of the client.
- **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.

Any out of scope work will require a change order.