



Listrak Self-Service: Product Alerts Suite

SOLUTION DESCRIPTION

The Product Alerts solution deploys product price-drop and availability notifications based on either implicit intent (browsing a product) or explicit intent (customer entering his or her email address into an on-site form or lightbox).

YOUR RESPONSIBILITIES:

Email: The solution comes with up to five (5) emails depending in implicit or explicit intent:

- **Product Availability Alert Email:** Deploys when item's Quantity on Hand is above pre-configured threshold. *(explicit or implicit product availability notification)*
- **Price-Drop Alert Email:** Deploys when an item's price drops based on a pre-configured percentage or dollar amount. *(implicit notification only)*
- **Sign-up Confirmation Email:** Deploys after a customer has entered their email address. Email content will alert the customer that they will be notified and contain up-sell, cross-sell options using Listrak Recommender. * *(for use with explicit product availability only)*
- **Follow-Up Reminder Email:** Deploys when an item hasn't returned to stock after a pre-configured amount of time. Email content will alert the customer that they haven't been forgotten about and contain up-sell options using Listrak Recommender. * *(for use with explicit product availability only)*
- **Discontinued Alert Email:** Deploys when an item has been discontinued. Email content lets customer know that a product will not be coming back in and provides an opportunity to sell similar product options using Listrak Recommender. * *(for use with explicit product availability only)*

*Listrak Recommender must be licensed to be used in the Listrak Product Alerts solution.

Integration:

- Integrate your website with Listrak's platform, if this step has not already been completed for an existing Listrak solution, in accordance with integration guides provided by Listrak
- Format and send required incremental data feeds for customers, orders, order items, and products.
 - *This is not required for Listrak module integrations including: Magento 1 & 2, Salesforce Commerce Cloud, Shopify and BigCommerce*
- *(if applicable)* design and code any pop-ups or call-to-action forms for explicit email acquisition areas that will collect subscription for explicit product availability alerts.

Application Setup, including the following:

- Setup your Listrak platform account utilizing Thrive, Listrak's learning management system to include:
 - Configuration of your solution settings
 - Setup the necessary Listrak Conductor Conversation to automatically deploy your messaging
- Setup may be required for the Listrak Recommendations solution investment, including:
 - Creation of solution Merchandise Blocks (within the Listrak Recommendations Engine)
 - Creation of solution Recipes (within the Listrak Recommendations Engine)

Content & Creative:

- Write, design, code, and implement all messages for your solution using Listrak HTML editor or your preferred HTML builder.

- *Listrak Composer is not available for use with Contact Content Blocks (CCB) which house lines of code.*
- If the Listrak Recommendations Solution investment has been made, you will insert product recommendations into the message.

Quality Control

- Utilize and complete provided verification checklists to test the integration and solution for functionality and accuracy in accordance with how the solution is expected to perform

LISTRAK'S RESPONSIBILITIES:

Integration Guidance:

- Provide information required to integrate your 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
- Provide information to format and send required incremental data feeds for customers, orders, order items, and products.
 - *This is not required for Listrak module integrations including: Magento 1 & 2, Salesforce Commerce Cloud, Shopify and BigCommerce*

Application Setup, including the following:

- Setup your merchant within the Listrak platform
- Enable all necessary settings for access to Thrive, Listrak's learning management system
- Generate the necessary list, external events and segmentation fields for the solution
- Ongoing release notes and educational articles through Listrak's Knowledge Base

Content & Creative:

- Provide template options for your messaging will be available for use within our in-platform email builder, Listrak Composer.

Quality Control

- Provide quality testing checklists for setup verification and pre-deployment testing for you to complete
- Up to two (2) rounds of testing for functionality and accuracy, in accordance with how solution is expected to perform

OUT-OF-SCOPE:

- **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 you modify an email's original HTML (as provided by Listrak), your 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 your review.
- **Any feature or functionality not expressly addressed in this scope document is considered out-of-scope by default.**

| DOCUMENT CONTROL | | | |
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