Website Product Recommendations

SCOPE

- The Website Recommendations Integration includes the strategy and integration support of up to five (5) groups of recommended products (called "merchandise blocks").

- Each merchandise block is intended for use on one page, such as:

  - Home page
  - Category page
  - Product detail page
  - 0 search results page
  - Cart page

- Other pages can be setup in place of these based on client needs.

- Additional pages beyond five (5) may be integrated by the client outside the scope of Website Recommendations Integration project.

  - Support for additional pages beyond five (5) will incur Professional Service fees charged at the prevailing billable rate to troubleshoot and resolve resulting issues

LISTRAK'S RESPONSIBILITIES:

- **Website Integration:**

  - Listrak will provide you with strategy and placement suggestions to optimize your on-site product recommendations.
  - 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.

- **Setup and Testing:**

  - Listrak will work with you to complete the development of recommendations strategies and merchandise blocks for use on your website.

    - This development will include training on the use and best practices of the Listrak Recommender product.

  - Listrak will thoroughly complete pre-deployment testing to provide feedback on merchandise block functionality so that they can be deployed per your expectations.

YOUR RESPONSIBILITIES:

- **Website Integration:**

  - To integrate product recommendations with your website, you will design and code the HTML to render the product recommendations.

- Current product attributes that were provided during the integration of the Recommendations Getting Started Package can be used in the design and formatting of your on-site recommendations.
- Listrak will provide you with a list of attributes that can impact what's available in your design composition and algorithms for returning results (called "recipes").

- **Content and Creative:**
  - On-site content and creative will be provided by you:
    - You will administer all HTML content on your pages.
    - You have complete control over updates.
    - Listrak Recommendations will pass in data to fill in the HTML design.