



## *Listrak Self-Service: Recurring Automated Campaign*

### **SOLUTION DESCRIPTION**

Recurring Automated Campaigns incorporate personalized product recommendations and are sent on a regular schedule. These campaigns showcase products that our algorithms predict each subscriber would be interested in, based on but not limited to each person's browse activity, abandoned cart products, and/or purchase behavior.

### **YOUR RESPONSIBILITIES:**

#### **Integration:**

- A 'Getting Started Package' must be purchased and all integration steps must be completed in order to utilize a Recurring Automated Campaign that incorporates recommended product functionality.

#### **Application Setup**, including the following:

- Setup your Listrak platform account utilizing Thrive, Listrak's learning management system to include:
  - Merchandise blocks (within the Listrak Recommendations Engine)
  - Recipes (within the Listrak Recommendations Engine)
- Schedule your Recurring Automated Campaign.

#### **Content & Creative:**

- Write, design, code, and implement all messages for your Recurring Automated Campaign using Listrak Composer or your preferred HTML builder.
- 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:**

- Verify the 'Getting Started Package' has been purchased with the solution or has been completed with a previous investment

#### **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 for your 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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