



## Programmatic Advertisement

### SOLUTION DESCRIPTION

Listrak's Programmatic Advertising automates the display ad buying process in real-time, showing each site visitor ads that are personalized to their on-site browse and purchase behaviors regardless of their email status. As part of this package, Listrak will also create, manage, and optimize programmatic advertisements for the first three (3) months of the campaign.

### SCOPE

#### Strategy:

- Ten (10) strategies, or audience-based pixel plans for audience targeting:
  - Pixels are divided into a test and control group
    - 5 strategies for control group (20%)
      - Page Browse
      - Browse Abandon (Product Browse)
      - Cart Abandon 1 – (Higher spend rate in the first 3 hours)
      - Cart Abandon 2 – (Lower spend rate after the first 3 hours)
      - Post Purchase
    - 5 strategies for test group (80%)
      - Page Browse
      - Browse Abandon (Product Browse)
      - Cart Abandon 1 – (Higher spend rate in the first 3 hours)
      - Cart Abandon 2 – (Lower spend rate after the first 3 hours)
      - Post Purchase

#### Integration Guidance:

- 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 integration guides provided by Listrak
- 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*
- Creation of six (6) tracking pixels that can be used for targeting audiences and programmatically displaying advertisements

#### Strategy Services:

- Management and optimization of programmatic advertisements for the first three (3) months

#### Application Setup, including the following:

- Setup of account merchant with 3<sup>rd</sup> party partner
- Pixel integration in the solution settings
- Configuration of the display ads within 3<sup>rd</sup> party platform
- Setup of merchandise block and recipes that are required by the solution

#### Custom Content Strategy & Creative:

- Listrak will generate a set of six (6) control group banners for your approval, based on your job start requirements including, but not limited to: branding guidelines, promotional suggestions, product selections, copywriting, images, layout requests, etc.
  - Banners will include the following unalterable sizes:
    - Three (3) banners: 300px by 250px
    - Three (3) banners: 729px by 90px
    - Three (3) banners: 160px by 600px
    - Three (3) banners: 970px by 250px
    - Three (3) banners: 336px by 280px
    - Three (3) banners: 320px by 50px
- (optional) Up to two (2) rounds of content or creative revisions to the banner prior to launch.
- Creative will be packaged and sent to 3<sup>rd</sup> party for conversion to HTML

## Quality Control

### Creative testing

- All creative will be proofed and tested for rendering functionality in accordance with how solution is expected to perform

### Solution testing

- Up to two (2) rounds of testing for functionality and accuracy in accordance with how solution is expected to perform

## LIMITATIONS

- **Initial spend:** By default, 20% of the ad spend will be attributed to A Public Service Announcement Control
- **Management of Programmatic Advertisement:** The first three (3) months of management and optimization begins when the solution is enabled. After three (3) months, the client is responsible for on-going management and optimization. The client may invest in strategy services to manage the solution on their behalf.

## OUT-OF-SCOPE

- **Ongoing Support:** You are responsible for ongoing review of your programmatic advertisements after three (3) months from when the solution is enabled, and you have been provided user role based access to view strategies and overall performance. Additional strategy assistance may incur Professional Service fees at the prevailing billable rate.
- **Changes to Listrak-provided Creative:** Changes to creative and content beyond the two (2) included rounds of revisions or once the creative or content is approved may incur Professional Service fees at the prevailing billable rate.
- **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 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.**