



## *Listrak Exchange - Lite*

### **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**

- Access to Thrive, Listrak's Learning Management System and Listrak's Knowledge Base, which houses educational videos, articles and courses so you can successfully connect to your Facebook Ad Account and complete your Listrak Account setup.

#### **Application Setup:**

- Enabling the solution and necessary application settings within the Listrak platform
- Set-up and testing of your Listrak Conductor Conversation in the Listrak platform including:
  - Creation of a welcome series thread for new Lead Ad subscribers (*Email not included*)
  - Creation of one (1) external event and subscription point on the master marketing list
  - Creation of required segmentation and action steps within welcome series and shopping cart abandonment threads where applicable.

#### **Quality Control:**

##### Solution testing

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

### **OUT-OF-SCOPE**

- **Connecting with Listrak Exchange:** The client will be responsible for connecting their Facebook Lead Ad account and Facebook Business Manager account via Listrak Exchange. Assistance requested from a Professional Service team member may incur Professional Service fees at the prevailing billable rate.
- **List Sync:** The client will be responsible for syncing their lists and audiences to the Facebook Lead Ad Account. Assistance requested from a Professional Service team member may incur Professional Service fees at the prevailing billable rate.
- **Ad Spend:** Facebook Lead Ad Spend is the responsibility of the client. Ad spend is paid directly to Facebook.
- **Creative:** All ad set creative is the responsibility of the client. If you desire creative assistance, necessary Professional Services design fees may be charged at the prevailing billable rate.
- **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.
- **Management of Facebook Lead Ad Campaigns:** Ongoing management is the responsibility of the client. If you desire management assistance, necessary Professional Services design fees may be charged at the prevailing billable rate.
- **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.