Product Alerts: Price Drop Addition

SOLUTION DESCRIPTION

Client will have purchased Product Availability Alerts prior to adding Price Drop Alerts.
The Price Drop Product Alert solution allows an identified customer* to browse a product, be added to a price-drop queue, and receive notifications about a certain product's drop in price (a "price fall").

Price falls will be defined within a relevancy window, which can be programmatically configured through the Product Alerts setting page. The product presented within the notification will be the last browsed product within the session. If the customer purchases the product, they will be removed from the product alert queue.

An "identified customer" is a customer who has entered an email address into a Listrak-integrated email acquisition form during their website browsing session.

SCOPE

One (1) Email:

- **One (1) Price-Drop Alert Email:** Deploys when an item's price drops based on a pre-configured percentage or dollar amount.

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:

- Generate the necessary list, external events, and segmentation required for the solution
- Configuration of solution settings
- Up to one (1) Listrak Conductor Conversation
- Upload of supplied dynamic or static coupons

Custom Content Strategy & Creative:

Option 1: Listrak Creative:

- Listrak will generate a custom-designed message 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.
  - Each email will be built upon the same design wireframe for visual brand consistency; elements within the body of each email can change, but the overall layout will remain consistent.
- (optional) Up to two (2) rounds of content or creative revisions to the messages prior to the conversion to HTML.

Option 2: Client Provided Creative:

- Listrak will provide a selection of mobile-friendly, responsive-ready, Photoshop PSD email wireframes so you can choose the layout that best matches your needs
- For each message, Listrak expects that you will:

- o Design within the bounding boxes; content that extends outside of a bounding box will likely render the design inappropriate for responsive use
  - o Provide designs in the original layered Photoshop PSD file
  - o Include all fonts and linked images
  - o Design for desktop rendering only; Listrak will provide a mobile layout based on our responsive design best-practices
- Listrak will review the PSD file(s) you return and provide one (1) round of suggested changes if your design does not adhere to best practices as defined by Listrak
- If changes are required, it is expected by Listrak that you will:
  - o Make the suggested changes and return the files back to us
  - o (optional) If you do not wish to make the changes, you may elect to use the design as is in a non-responsive format
- Listrak will code all finalized compositions

Quality Control
Creative testing
- All creative will be proofed and tested for rendering functionality in the following as applicable to the solution:
  - o Supported email clients include: Yahoo, Gmail, Outlook 2007 or later, Apple Mail 9 or later, and limited AOL
  - o Supported mobile clients include: Android 4.4 or later, Gmail App, iPhone 5s (iOS7) or later, iPhone6, iPhone6 plus, iPhone 6s, iPhone 6s plus, iPhone 7, iPhone 7 plus, iPad (Retina), and iPad Mini
  - o Supported desktop browsers clients include: Internet Explorer 9 or later, Firefox (latest version), Chrome (latest version), and Safari (latest 2 versions)
  - o Supported mobile browsers: Chrome for Android (latest 2 versions), Chrome iOS, Mobile Safari (latest 2 versions), Android browser, and Firefox for Android

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

LIMITATIONS
- **Current Product Data:** The overall effectiveness of the Product Alerts solution is defined by your ability to regularly send updated product data to Listrak. We recommend sending product files multiple times daily. Each product file should contain at least Product Price and Product Sale Price; other data flags that should be included for a more reliable alert system include Sale Start Date, Sale End Date, and On Sale Flag.
- **Price Drop** notification setting configurations affect all products universally. Individual product settings are not currently available.
- **Standard Listrak Modules:** Listrak's Salesforce Commerce Cloud, Magento, Shopify, and BigCommerce integrations inherently track browse activity. If your site uses a platform other than Salesforce Commerce Cloud, Magento, Shopify, or Big Commerce, Listrak will provide additional JavaScript code snippets to be installed.
- **Email Capture:** The overall effectiveness of the Price Drop solution is limited by the ability to identify an abandoner's email address. This solution uses the same email capture code as the Shopping Cart Abandonment program. If not already in place, we recommend creating additional email capture forms (e.g., footer forms, new account registration, returning logged-in users, and an On-Site Pop-up Acquisition program).
- **Responsive Design:** Responsive design may require creative changes to client-provided designs. If we need to perform these changes, all revisions must be approved by you.

OUT-OF-SCOPE

- **Changes to Client-provided Creative:** All creative and content provided to Listrak is assumed to be correct, and any changes that are required or requested of Listrak may incur Professional Service fees at the prevailing billable rate. Changes to responsive layouts and HTML tests beyond the one (1) included round of revisions, after the creative design has been approved and converted to HTML, or once the solution is approved 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 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.**

ADD-ONS

- **Price Drop with Product Recommendations:** Your price drop alert email can display cross-sell products based on the customer's browsing activity and the Product Recommender recipes (set-up with the Recommendations Getting Started Package). This requires additional time for development, creative design, and testing, and therefore may incur Professional Service fees at the prevailing billable rate.
- **Split-Testing:** Split-testing message creative counts against the total number of unique message designs, and each standard Price Drop campaign comes with an allotment of one (1) unique message design. Therefore, adding a split-test may incur Professional Service fees at the prevailing billable rate.
- **Additional Messages:** Listrak can create additional emails outside the scope of the typical one-message campaign, but these messages may incur Professional Service fees at the prevailing billable rate.
- **Messages with Dynamic Content:** Listrak can create emails containing dynamic content to segment by products purchased, spend thresholds, or other factors. These requests may incur Professional Service fees at the prevailing billable rate.