



SMS – Short Message Service

SCOPE

- Listrak will provide the necessary documents and compliance guidance required to achieve carrier approval for up to 2 program types. This includes:
 - 2 carrier approval forms
 - 2 program setups in partner platform
 - 1 email acquisition setup from the partner platform to the Listrak application
- Program types may include: SMS Marketing Acquisition Campaigns, Sweepstakes and/or Transactional. Transactional program types require prior vetting before sale as they require the customer to develop a program using the partner platform API to trigger messaging and control subscription.
- Solution includes a new short code or assistance with the migration of existing short code services.
- SMS message content will be provided by you or Listrak:
 - **Listrak-provided content:** If you opt to have Listrak generate your SMS message content, a Listrak Copywriter will provide copy that is compliant to SMS guidelines for carrier approval. Upon request, Listrak can perform up to two (2) rounds of copy changes prior to request for carrier approval.
 - **Client-provided copy:** To make it easy for you to develop your own copy, Listrak can provide you with a set of best-practice recommendations which you can use as a guide. All copy must be complaint with all SMS guidelines before submission to the carriers for approval.
- Listrak will thoroughly complete all pre-deployment testing to ensure that your SMS messages are deployed per your expectations.
- **SMS platform training:** Listrak will provide one (1) basic training session to demonstrate how to use the SMS platform, including:
 - accessing the platform;
 - campaign, list, and contact management;
 - broadcast message setup;
 - analytics review; and
 - compliance requirements.