Recommendations: Predictive Content

SOLUTION DESCRIPTION

The Listrak Recommendations Predictive Content solution delivers personalized content in the form of articles and videos to customers based on their page and product browse activity or the general activity of the customers as a collective if personal browse activity is not initially available. Using page browse activity, Listrak's crawler will look for a **Title**, **Image**, and **Description** to populate content in the Listrak Content Manager for further configuration.

SCOPE

Strategy Guidance:
- Initial strategy review of your site for content inclusion
- One (1) initial training session on how to use the content manager for predictive content.

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
- Information required to install Listrak Javascript Framework onto your content pages to meet the needs of the solution
- Access to Thrive, Listrak's Learning Management System and Listrak's Knowledge Base, which houses educational videos, articles and courses so you can: successfully configure your personalized content, define meta tags if desired, and insert the content block into email campaigns

Application set-up, including the following:
- Three (3) recipes: *What's New*, *Most Popular*, and *Personalized Content*
- Initial setup up of URL definition rules within the Recommendation Content Manager
- One (1) initial content block to include: one (1) image, one (1) title, and one (1) description

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

LIMITATIONS
- **Content:** Content items will only be recommended if the crawler can find a good Title, Image, and Description.
- **URL's:** URL's used within the Content Manager's URL rules settings page are recommended to be easily distinguishable as content by hosting the content within a content category page so that the URL contains a path that specifically identifies the resource in the host domain. E.g. www.example.com/**blog**/**article1**.
- **Design Elements and Attributes:** Design elements and attributes included in a content block design (e.g. product image, title) are limited to those passed to us via the Personalization integration.
- **GET Method**: In rare cases, if the content crawler is blocked, a merchant can white-list our crawler on their side using: User-Agent contains `listrak`.
- **Integration:** The Predictive Content solution is available for email only. If specific content is required, Listrak will provide information guidance on how to integrate meta tags directly on the client's website.

OUT-OF-SCOPE

The following out-of-scope scenarios may incur Professional Service fees at the prevailing billable rate as they are not part of the solution scope:

- **Content Block:** Content block design within the Content Manager beyond the initial one (1) design
- **Ongoing Content Management:** Creation of URL rules in the Content Manger beyond the initial setup of the Recommender Predictive Content solution
- **Email:** Creation of email or updating existing email with the content block design
- **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

For an additional investment:

- **Additional Messages:** Listrak can create new/additional email(s).

- **Messages with Dynamic Content:** Listrak can create emails containing dynamic content to segment by products purchased, spend thresholds, or other factors.

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