



## Product Alerts Suite

### SOLUTION DESCRIPTION

The Product Alerts solution deploys product price-drop and availability notifications based on either implicit intent (browsing a product) or explicit intent (customer entering his or her email address into an on-site form or lightbox).

### SCOPE

Up to five (5) emails depending on implicit or explicit intent:

- **Product Availability Alert Email:** Deploys when item's Quantity on Hand is above pre-configured threshold. *(for use with explicit or implicit product availability)*
- **Price-Drop Alert Email:** Deploys when an item's price drops based on a pre-configured percentage or dollar amount. *(for use with implicit price drop only)*
- **Sign-up Confirmation Email:** Deploys after a customer has entered their email address. Email content will alert the customer that they will be notified and contain up-sell, cross-sell options using Listrak Recommender. \* *(for use with explicit product availability only)*
- **Follow-Up Reminder Email:** Deploys when an item hasn't returned to stock after a pre-configured amount of time. Email content will alert the customer that they haven't been forgotten about and contain up-sell options using Listrak Recommender. \* *(for use with explicit product availability only)*
- **Discontinued Alert Email:** Deploys when an item has been discontinued. Email content lets customer know that a product will not be coming back in and provides an opportunity to sell similar product options using Listrak Recommender. \* *(for use with explicit product availability only)*

\*Listrak Recommender must be licensed to be used in the Listrak Product Alerts solution.

### 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:
  - Design within the bounding boxes; content that extends outside of a bounding box will likely render the design inappropriate for responsive use
  - Provide designs in the original layered Photoshop PSD file
  - Include all fonts and linked images
  - 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:
  - Make the suggested changes and return the files back to us
  - (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:
  - Supported email clients include: Yahoo, Gmail, Outlook 2007 or later, Apple Mail 9 or later, and limited AOL
  - 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
  - Supported desktop browsers clients include: Internet Explorer 9 or later, Firefox (latest version), Chrome (latest version), and Safari (latest 2 versions)
  - Supported mobile browsers: Chrome for Android (latest 2 versions), Chrome iOS, Mobile Safari (latest 2 versions), Android browser, and Firefox for Android

##### Solution Testing:

- 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 Availability Product Alerts program is defined by your ability to regularly send updated product data to Listrak. For the product availability implicit method messaging, consideration should be given when there are variants in the product file. Messages may be sent to multiple variants of the same product.
- **Product Availability and Price Drop** notification setting configurations affect all products universally. Individual product settings are not currently available.
- For **Product Availability Alerts**, we generally recommend sending product files multiple times daily; each product file should contain quantity-on-hand (QOH: integer) and an explicit indicator that the item is in stock (instock: boolean) or an explicit indicator that the item has been discontinued (discontinued: boolean).

- There is no discontinued flag available in the Salesforce Commerce Cloud Cartridge therefore, Listrak does not have the ability to trigger a discontinued alert if you are using Salesforce Commerce Cloud.
- For **Price-Drop Alerts**, we generally recommend sending product files multiple times daily; each product file should contain at minimum Product Price and Product Sale Price. Other data flags that will provide a more reliable alert system would include, Sale Start Date, Sale End Date, and On Sale Flag.
- **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 for the implicit method of the Product Availability Product Alerts solution.
- **Email Capture:** The overall effectiveness of the implicit method for Product Availability Product Alerts 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.
- **Unique Creative per Message:** All messages within the solution will be designed per the same wireframe for visual brand consistency. Elements within the body of each email can change, but the overall layout will stay the same. If you desire wholly new design per message, 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.
- **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
- **Explicit Product Availability Signup Development & Design:**
  - **Product Availability Pop-up Trigger:** If you want a pop-up lightbox for your Product Availability alert, your team must design and code the pop-up and implement the lightbox to pop (be triggered) on your site
    - If opt-in to the marketing list is desired, the lightbox must include a positive opt-in checkbox.
  - **Call To Actions, forms and other explicit product availability email acquisition point:** Your team is responsible for email acquisition areas that will collect subscription for explicit product availability alerts

- 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**

- **Split Testing:** Split testing message creative counts against the total number of unique message compositions. Adding these messages may incur Professional Service fees at the prevailing billable rate.
- **Additional Messages:** Listrak can create additional emails outside the scope of the typical 3-message series, and these messages may incur Professional Service fees at the prevailing billable rate.
- **Messages with Dynamic Content:** Listrak can create emails containing dynamic content, segmented by products purchased, spend thresholds, or other factors. These requests may incur Professional Service fees at the prevailing billable rate.