Product Recommendations

SCOPE

- The Recommendations Getting Started Package (GSP) includes the design and development of one (1) layout design (called "merchandise blocks") and one (1) algorithm strategy (called "recipe strategies").

- If you purchase any message-driven Listrak solutions at the same time as the Recommendations Getting Started Package (GSP), we can add product recommendations to these messages at no additional charge.

- If you purchase any message-driven Listrak solutions after the Recommendations Getting Started Package (GSP), we can add product recommendations to these messages at no additional charge as long as there are no requested changes to your existing merchandise blocks (i.e., your messages must use one of the merchandise blocks we've already created for you. If you'd like a different design, additional fees may apply).

- Listrak will provide your team with the necessary information required to upload your data feeds to the Listrak Recommendations engine.
    - If you are using Magento or Demandware as your eCommerce platform, product/purchase/browse data used for recommendations can be pulled directly from your platform using Listrak's Magento module or Listrak's Demandware cartridge.
    - If you are NOT using Magento or Demandware as your eCommerce platform, you need to send Listrak data files via FTP of:
        - Product file
        - Customer file
        - Order receipt file
        - Historic orders file

- Listrak will provide the necessary information required (JavaScript or Listrak module) to integrate your website with conversion tracking if this step has not already been completed for an existing Listrak solution. Listrak will perform up to two (2) rounds of technical integration verification.

- Merchandise block creative will be provided by Listrak:
    - You will be asked to provide design styles and information such as branding guidelines, images, layout requests, headlines/copywriting, etc.
    - Listrak will generate a non-responsive design composition for your approval. If you desire creative modifications, Listrak will perform up to two (2) rounds of creative revisions on the merchandise blocks based on your input. Revisions and/or designs beyond the two (2) included may incur Professional Services fees at the prevailing billable rate.

- Listrak will thoroughly complete all pre-deployment testing to ensure that the merchandise blocks can be deployed per your expectations.