



# *Landing Pages*

## SCOPE

- Landing pages are built and stored within the platform. They're hosted as either an informational page or integrated with your SMS/Email marketing lists to gather subscriptions, but not list subscribers' information.
- Includes:
  - One (1) mobile-optimized landing page that can either link to your website (such as product pages or blog posts), request an email address for your marketing campaigns or a phone number for your SMS campaigns.
  - One (1) subscription confirmation page or redirect to your website.
- Account set-up in Listrak will include:
  - Subscription settings
  - If a welcome series already exists, new subscribers will be added to this workflow
- Content and creative will be provided by you or Listrak:
  - **Custom Creative - Listrak-provided:** If you opt to have Listrak generate a custom design for your pages, you will be asked to provide job start information such as branding guidelines, promotional suggestions, product selections, copywriting, images, layout requests, etc. Copy can be developed by Listrak copywriters, if needed. Listrak will generate a design composition for your approval. If you desire creative modifications, Listrak will perform up to two (2) rounds of creative revisions to the pages based on your input. Revisions and/or designs beyond the two (2) included may incur Professional Services fees at the prevailing billable rate. Pages will be built responsive.
  - **Custom Creative - Client-provided:** Please provide your designs to Listrak in the original layered Photoshop PSD or XD files. When sending to us, include all fonts and linked images. After reviewing the file(s) you provide to us, your project manager will let you know if anything in your design or content needs to change in order to be responsive or adhere to best practices. After your team makes these changes, send the files back to us. We will review once again and if everything is in order, we'll proceed to the next phase of the project. If your design still requires updates to be responsive or best-practice-friendly, you have two options: you can employ the Listrak team to analyze your design and content and provide you with another list of revisions your team needs to make, or you can choose to move on to the next phase of the project with the design as-is (not responsive). If you choose to employ the Listrak team to provide this second list of suggested edits, that time will be billable at the prevailing professional services rate. Once the creative is finished and approved, the pages will be built by Listrak. All creative and copy you provide is assumed to be final and correct as-is, so all revisions (responsive or otherwise) will need to be completed by your team. If you need Listrak's team to make revisions for you, time spent will be billable at the prevailing professional services rate.
- Listrak will complete one (1) round of pre-deployment testing.