

# Agency Partner Program

We partner with agencies to bring results driven email and mobile marketing solutions to their clients. Our focus is in on creating additional revenue opportunities for the agency, while delivering added value to its clients that will help them increase sales and revenue. We do this by combining strategy, service, creativity, business intelligence, technology and measurability to help your clients reach optimal engagement with their customers – so they are interacting, transacting and bragging.

Your clients are facing new business challenges - rising cost of site traffic, low site conversions, and lack of brand loyalty due to a competitive landscape. Listrak can provide you with stand-alone solutions that will have an immediate and significant impact on your clients business.

## What's In It For You?

### Provide Additional Value to Your Clients

### Generate Additional Revenue

## Solutions:

### Shopping Cart Abandonment

Automated reach back campaign that incorporates personalization, dynamic merchandising, and product recommendations to close the sale.

#### Results:

- Recoup lost revenue
- Enforce brand loyalty
- Increase average order values

### Sweepstakes

Fast, effective permission based email acquisition through a turnkey, reusable Sweepstakes application to increase your reach.

#### Results:

- Increase house list with target subscribers
- Lengthen customer lifecycles
- Increase subscriber value

### Purchase Cadence Optimization

Automated replenishment solution that identifies existing cadences based on SKU and customer behavior and delivers proactive purchase prompting campaigns to increase customer value.

#### Results:

- Further monetize existing customer database
- Increase lifetime value of customers
- Enforce brand loyalty

### Mobile SMS/MMS Engagement

Texting campaigns including mobile coupons, loyalty programs, alerts, sweepstakes, "Take This Product to Go", and brand asset delivery to increase customer engagement.

#### Results:

- Increase house list with target subscribers
- Lengthen customer lifecycles
- Increase subscriber value

## Proven ROI

Forrester Consulting recently conducted a Total Economic Impact Study on Listrak's email marketing solutions and technology. The study concluded a 105% ROI from using Listrak solutions; and a 95% risk adjusted ROI with a payback period of only eight months. Read the full study, which includes ROI for specific solutions, at [listrak.com](http://listrak.com).





## White Label Solution - Branded to meet your needs

Listrak is your silent partner. Working with us, you'll gain the expertise and support from a team of email, Internet marketing, and deliverability professionals, and the only person who needs to know this is you.

Our white label solution removes every instance of Listrak in the application and domain settings, replacing them with your agency logo and branding elements, further positioning your agency in the role of email marketing expert.

“ Our experience with Listrak has been positive. While certainly the email platform and reporting system were both solid in performance, it's the level of service that differentiates Listrak from other vendors. Working with Listrak, there's a real sense of partnership in collaboratively looking for ways to increase the effectiveness of our email campaigns.”

Kristen Myers  
VP, Director, Digital Production  
Young & Rubicam Brands

## Email Platform

Along with our stand-alone solutions, Listrak provides an intelligent email platform that gives you the ability to offer customized engagement solutions for: Behavioral Targeting, Transactional Messaging, Acquisition Campaigns and Drip Campaigns.

## Go-To-Market Strategy

Listrak is committed to creating a mutually profitable relationship with our agency partners. We believe in making the investments required to assure a successful relationship and measure our success by the success that we can help you achieve with your clients.

We will work with your team to develop a Go-To-Market Strategy that can include:

- Creating the appropriate business relationship with Listrak to ensure maximum revenue generation.
- Sales Training: Listrak will equip your sales team with the knowledge and tools to effectively incorporate email and mobile engagement into client pitches.
- Sales Augmentation: We can be an extension of your team and attend pitches as the email marketing experts.
- Sales Tools: We can provide educational whitepapers, results driven case studies, sales collateral and presentations that can be rebranded for your agency.
- Webinars and Special Events: We can help you schedule and promote special events that will educate and excite your existing and prospective clients about these engagement solutions.

## Who is Listrak

Listrak is an email marketing firm providing agencies and clients with solutions, services, technology and business intelligence to increase marketing ROI and bottom line revenue. Our focus is not the inbox or clicks, rather it is reaching optimal engagement with the end customer – so they are interacting, transacting and bragging about the brand. We combine strategy, service, creativity and measurability to deliver the extra percent in email marketing ROI.