

GXP Behavioral Banners

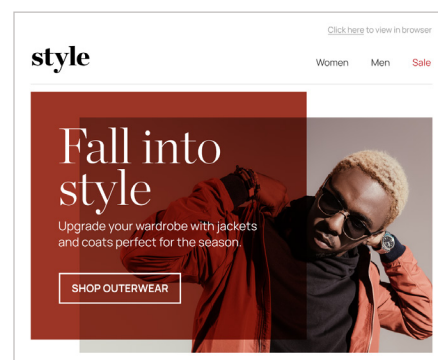
Intelligent, 1:1 Automated Banners within Broadcast Marketing Emails

Replicate the success of your most impactful automated campaigns within your broadcast emails with the power of Behavioral Banners.

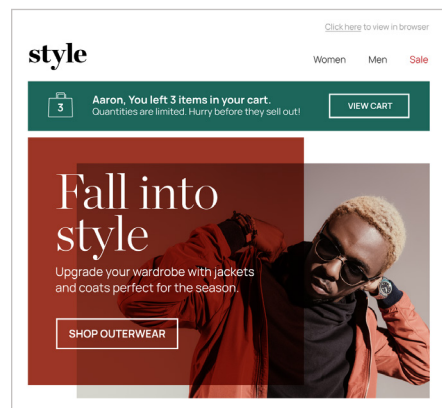
Behavioral Banners, an exciting feature of Listrak's Growth Xcelerator platform (GXP), utilize behavioral data to automatically insert highly personal 1:1 messaging into broadcast emails.

The Benefits

You'll experience improved broadcast email engagement and revenue. Your customers will experience personalized messages with eye-catching reminders that make purchasing simple.

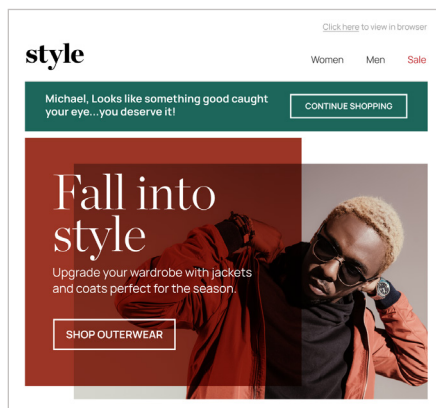


Subscribers without recent on-site behavior will receive your basic broadcast email.



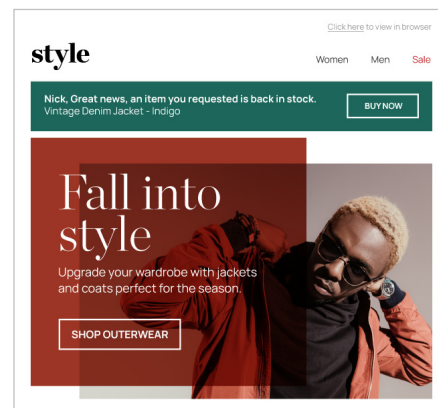
Behavioral Banner for Abandoned Carts

Customers with an abandoned cart will receive your broadcast message with a cart reminder behavioral banner reminding them to complete their purchase with a direct link to their shopping cart.



Behavioral Banner for Browse Abandonment

Customers who have recently browsed your site will receive your broadcast message with a browse reminder behavioral banner encouraging them to take another look.



Behavioral Banner for Back-in-Stock Notification

Customers who viewed an out-of-stock item will receive your broadcast email with a back-in-stock behavioral banner alerting them the item is now restocked.