



Client Challenge

Windsor moved to Listrak seeking a platform that provided full visibility into the entire customer journey, from email to SMS. They were also seeking unified reporting and the ability to personalize transactional emails. According to Catherine Seaton, VP of Marketing for Windsor, transactional messaging is critical to the customer and needs to be timely and flexible. “We didn’t have the ability to individualize transactional emails and there is a lot of customization you want to include in those messages.”

“The biggest thing I look for in a partner is that they evolve the technology stack. We feel like we have a great partner in Listrak to deliver on this.”

*Catherine Seaton
VP of Marketing, Windsor*

The Integration

According to Seaton, The Listrak team did an incredible job understanding the requirements and managing the data transfer. “It was a seamless process. When it came time to flip the switch, it was a non-event because of the detail and advanced prep work.” It was so smooth that Windsor moved up the launch date of SMS, going live earlier than scheduled.

Listrak Results

Windsor was extremely pleased with Listrak’s implementation team and their ability to easily create marketing messages, build out key foundational trigger journeys and migrate transactional emails. Looking forward, priorities include the optimizing the digital experience by delivering a more sophisticated journey based on specific customer behavior.



ShopifyPlus Integration

Consolidate reporting, design and update transactional content with ease using the Listrak Shopify Plus App Integration.

- ✓ Transactional Analytics in Listrak
- ✓ No Development Work
- ✓ Split Test Capability
- ✓ Increase Deliverability
- ✓ Add Product Recommendations
- ✓ Drive More Revenue

<p>Customer Account Welcome</p> <p>Sent automatically to the customer when they complete their account activation.</p>	<p>Order Confirmation</p> <p>Sent automatically to the customer after they place their order.</p>
<p>Order Cancelled</p> <p>Sent automatically to the customer if their order is cancelled.</p>	<p>Order Refund</p> <p>Sent automatically to the customer if their order is refunded.</p>
<p>Shipping Confirmation</p> <p>Sent automatically to the customer when their order is fulfilled.</p>	<p>Shipping Update</p> <p>Sent automatically to the customer if their fulfilled order’s tracking number is updated.</p>
<p>Shipment Out for Delivery</p> <p>Sent automatically to the customer after the status of their fulfillment changes to out for delivery.</p>	<p>Shipment Delivered</p> <p>Sent automatically to the customer after the status of their fulfillment changes to delivered.</p>