



Good morning:

Listrak has continually delivered on our mission to provide ecommerce and brand marketers like you with market leading solutions designed to help you grow your revenue and exceed your customers' expectations. From Listrak Conductor – one of the earliest and most powerful email automation engines, to dynamic email and website product recommendations, to CRM/Predictive Analytics, to text message marketing, and most recently our Growth Xcelerator Platform (GXP), the power, range, and scalability of the Listrak platform has never stopped evolving.

As part of our continuing mission to empower today's marketers, Listrak is proud to announce Journey Hub. Wholly created and developed by the Listrak team, Journey Hub is a sophisticated, next-generation, drag-and-drop, cross-channel marketing automation tool.

While the Listrak Conductor email marketing automation engine will continue to be fully-supported, the addition of Journey Hub provides added options for Listrak clients looking for a modern marketing automation tool that expands the opportunities to communicate with customers far beyond email.

We're excited about some of the new features and more powerful functionality you can expect to enjoy within Journey Hub at launch, and over the next few months:

- Go beyond out-of-the-box events and **trigger on any customer behavior** or micro-actions with custom events.
- **Seamlessly connect** your customer journeys to external platforms with Webhooks.
- **Design and visualize** the full customer journey with drag-and-drop ease.
- Evaluate and analyze detailed metrics with **visual insights** providing a comprehensive view of performance and ROI in order to fine-tune messaging and drive strategic campaign decisions.
- Truly **connect across every channel** including our latest integrated addition, **browser push notifications** (mid 2022).

The Journey Hub official launch is **Wednesday, January 5, 2022**. On the launch day, Workflow will be renamed to Journey Hub within the Listrak application. **All existing workflows will automatically be upgraded to Journey Hub** with no immediate changes to the interface. There is nothing further you need to do!

Please Note: Listrak Conductor will continue to be fully supported and there is no immediate need to move Conductor conversations. As you explore orchestrating channels beyond email, such as adding SMS or using new features like custom triggers or webhooks, you could consider beginning to use Journey Hub for your cross-channel orchestration.

We wish you a joyous and safe holiday season. We cannot wait to see Journey Hub empower you in the new year.

Sincerely,

A handwritten signature in black ink that reads "Ross Kramer" with a long horizontal flourish extending to the right.

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