

Agency Partner Program

The email marketing solution top agencies prefer

Top Advertising agencies, SEO providers, ASPs, and interactive marketing firms rely on Listrak's agency solution to expand their service offerings, grow their businesses, and give them a competitive advantage.

With Listrak, you have instant access to a white labeled, full-featured email application to ensure you are coordinating your clients' marketing initiatives consistently across multiple channels. Whether you offer it as a full-service solution where you, or Listrak, handle all of the technical and creative aspects, or if you offer your clients a self-service solution, Listrak for Agencies was designed specifically to meet your requirements and demands.

We have over 10 years of experience designing and implementing successful email marketing campaigns for our partner agencies and their clients.

“ 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



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.

Benefits

Expand your service offerings for a new revenue stream and reinforce your brand through our white label solution

Adapt our solution to meet your business model – full service or self-service capabilities

Manage multiple client campaigns with ease and accuracy from a single dashboard

Focus on your client relationships, not the technical aspects of the application

Offer each client a customized solution by controlling the level of functionality for each of your customers to meet their needs

Continual educational and training opportunities

Use our Professional Services team as an extension of your business for strategy, creative, and implementation

Get it Right the First Time

Our experience is yours to leverage and we're always here to help. Our friendly Professional Services team and Account Managers can become an extension of your business, freeing up your time and resources. We can:

- Create customized templates with lockable sections to ensure consistency, ease of use, and quick development time
- Perform A/B split testing on subject lines, images, offers, calls-to-action, frequency, deployment times, etc., to discover what works best for your clients so you can optimize their strategies and performance metrics
- Implement advanced procedures, such as dynamic content, behaviorally triggered campaigns, shopping cart abandonment, welcome series, re-engagement campaigns, replenishable campaigns, birthday clubs, social media strategies, etc.
- Ensure messages reach the inbox across multiple email clients with our advanced deliverability tools, bounce management processing, and reputation analysis
- Help you build successful email marketing strategies for your business and your clients
- Execute every aspect of your email marketing needs for you and your clients

About our Platform

Our unparalleled, intelligent, web-based software gives you the ability to engage your customers with various types of campaigns – welcome, promotional, confirmations, re-engagement, post-purchase – all backed by advanced profiling, segmentation, reporting and delivery features that can be tailored for your particular goals.

Highlights

Advanced deliverability tools and pre-deployment testing to ensure emails reach the inbox

Easy-to-use A/B split testing functionality to increase the ROI of each campaign

Client-ready reporting for open, read, click, and conversion metrics at a glance

Visual campaign performance via heat maps that overlay your actual creative

Template, content, and image libraries to ensure campaign consistency

Intuitively create behaviorally triggered campaigns for the highest level of engagement and relevancy

Easy segmentation and personalization functionality powered by a dynamic content engine and powerful profiling capabilities

Seamless integration with your website, CRM system, and other external systems