

## POWER UP PERSONALIZATION WITH THE LISTRAK & EXTOLE INTEGRATION

With Extole, your growth programs generate important data signals: who shares, who has influence, who is experiencing your brand for the first time, what offers they are attracted to, and more. Thanks to Extole's integration with Listrak, those signals can influence everything from the Listrak customer journey to the predictive models that Listrak uses to tailor customer communication.

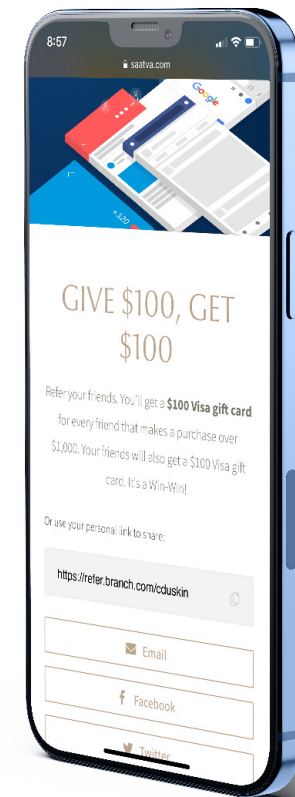
### More Personalized Messaging

With the addition of Extole opted-in advocate and friend information to the Listrak platform & customer profile, your email and text communications will help you welcome new subscribers to your brand. You'll have an increased ability to tailor your communication by including the content that best resonates with your customer champions and with the visitors they influence.

### Increased Conversion Rates

More tailored and personalized messages naturally lead to higher conversion rates particularly with Extole data available in the Listrak Journey Hub.

### A Warmer Welcome



When Extole-powered programs drive new visitors to your site, whether via a Welcome Offer, Referral, Influencer, or other Extole program, opted-in visitors are automatically shared with Listrak to enter them in a standard or bespoke welcome series.

## Let Your Customers Lead your Growth

Extole has powered more than 500 growth programs across industries ranging from retail, financial services, and travel to consumer subscription, technology subscription, and more. Our approach revolves around giving you the power to use offers and rewards to boost what your customers are already doing naturally: sharing their love of your brand. Extole customers are acquiring new customers of their own through a truly new approach. Extole's enterprise-ready SaaS platform gives marketers the tools they need to launch, measure, and optimize programs that engage, motivate, and perform.

BOOST  
CONVERSION  
& RETENTION  
BY TAILORING  
MESSAGING TO  
ADVOCATES AND  
FRIENDS

### ABOUT EXTOLE

Brands use Extole's customer-led growth platform to increase customer LTV and lower customer acquisition costs. Our enterprise technology and team of experts create beautiful engagement and referral programs so marketers can harness the full power of their current customers to the benefit of their bottom line. Extole helps marketing teams connect with millions of advocates, scale word-of-mouth to acquire new customers, and increase brand loyalty using their greatest source of growth: their customers.