



Getting Started with Listing Insights

- Marketers review the *Feature Spotlight: Listing Insights* webinar recording and access other resources in the Total Expert Training Resource Center.
- Total Expert turns on feature permissions, loads Expert Content Listing Insights Journey and Focused View.
- Marketers review and determine any org-specific changes to be made to Expert Content Listing Insights Journey.

Options for org-specific changes may include:

- Adjusting timer delays.
 - Swapping out emails content.
 - Editing the task within the *Assign A Task* action.
 - Determining if you want a *Send a User Notification* action to alert users of the Insight generation and next steps.
- Marketers review and determine any org-specific changes to be made to Listing Insights Focused View.

Options for org-specific changes may include:

- Updating Inclusion and Exclusion Rules to meet your business needs.
 - Determining which Outcomes your org will use.
- Marketers announce Listing Insights rollout plan to end users.
 - End users review the *Feature Spotlight: Listing Insights* webinar recording and access other resources in the Total Expert Training Resource Center.
 - Marketers publish Listing Insights Journey and Focused View to end users.
 - End users monitor and act on tasks created by a Listing Insights generation.
 - Marketers solicit ongoing feedback from end users.