



Soft Launch Requirements

REQUIREMENTS DOCUMENT

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- FINAL SOW (COMBINATION OF WS AND MM)
- CREATIVE FILES
- ROLLOVER GUIDES
- SCREEN SURVEY QUESTIONS
- EXIT SURVEY QUESTIONS
- VIDEO FILES
- URL / HOSTNAME FOR THE SITE
- FTP CREDENTIALS INCLUDING THE FOLLOWING
 - FTP HOST ADDRESS
 - FTP PROTOCOL USED
 - FTP PORT NUMBER
 - USERNAME
 - PASSWORD
- DATABASE WITH CREDENTIALS
 - HOST ADDRESS
 - DATABASE NAME
 - USERNAME
 - PASSWORD
- REPORTS PRIOR TO SOFT-LAUNCH
- SSI LINKS
 - LINK FOR SCREENED OUT / TERMINATED RETURN TO SSI
 - LINK FOR COMPLETION OF JOURNEYS RETURN TO SSI
- SOFT LAUNCH DATES AND TIME FRAMES THAT WILL REQUIRE DEVELOPMENT SUPPORT