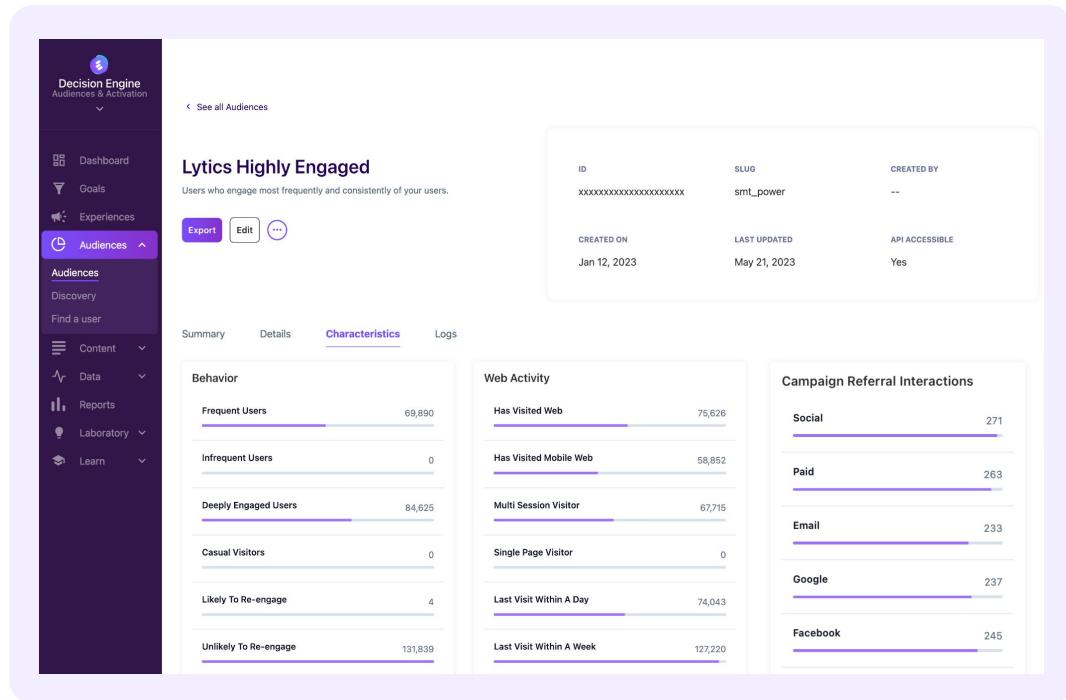


Playbook

Improve email conversion rates with customer intelligence from cross-channel activity



Decision Engine
Audiences & Activation

Lytics Highly Engaged

Users who engage most frequently and consistently of your users.

Characteristics

Behavior	Web Activity	Campaign Referral Interactions
Frequent Users	Has Visited Web	Social
Infrequent Users	Has Visited Mobile Web	Paid
Deeply Engaged Users	Multi Session Visitor	Email
Casual Visitors	Single Page Visitor	Google
Likely To Re-engage	Last Visit Within A Day	Facebook
Unlikely To Re-engage	Last Visit Within A Week	

Audiences

See all Audiences

ID: XXXXXXXXXXXXXXXXXXXX, **SLUG**: smt_power, **CREATED BY**: --

CREATED ON: Jan 12, 2023, **LAST UPDATED**: May 21, 2023, **API ACCESSIBLE**: Yes

Decision Engine
Audiences & Activation

See all Audiences

Lytics Highly Engaged

Users who engage most frequently and consistently of your users.

ID	SLUG	CREATED BY
afc4452c7e7ef3385 e6b670c8012957	smt_power	--

CREATED ON LAST UPDATED API ACCESSIBLE

Aug 19, 2020 May 3, 2022 Yes

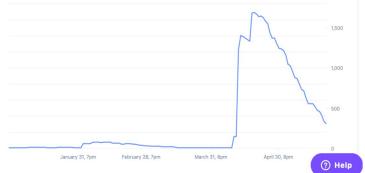
Summary **Details** **Characteristics** **Logs**

General Metrics

How is your audience performing?

- 278** Total Audience Size
- 0.48%** of total audience
- 43.78%** Last 7 days
- 81.1%** Last 30 days

01/01/2023 to 05/22/2023 daily



Help

lytics

Goals
Experiences
Audiences
Audiences
Find a user
Content
Data
Personalize
Reports
Laboratory
HELP
Insights
Learn

Annie Clark



name@email.com
Portland, United States
Desktop

Last seen Oct 2, 2021
First seen Oct 19, 2016

Download profile **Delete user**

Profile deletion complies with all GDPR requirements. Read more.

Intelligence **Audiences** **Details** **Learn**

Behavior: Unlikely to Re-engage
This user will probably not return.

Engagement: Deeply Engaged Users
This user shows lots of activity when they interact with your brand.

Behavior: Infrequent Users
This user doesn't interact with your brand very often.

Intelligence

Behavior	Intensity
Volatility	High
Quantity	High
Maturity	High
Consistency	Medium
Frequency	Low
Propensity	Low
Recency	Low
Momentum	Low

Content affinity

Sort	Clothing	Technology
Home	High	Medium
Food	Medium	Low
green tea	Low	Low
Food and drink	Low	Low
Computers	Low	Low
Cleaning products	Low	Low
Foods	Low	Low

Decision Engine
Audiences & Activation

See all Audiences

Recent activity by channel

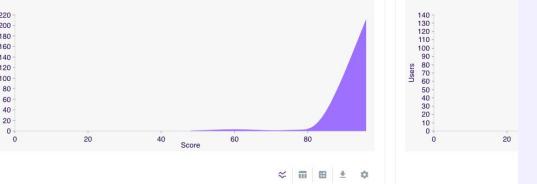
- ✓ email Active a year ago
- ✓ web Active a year ago

Unique identifier

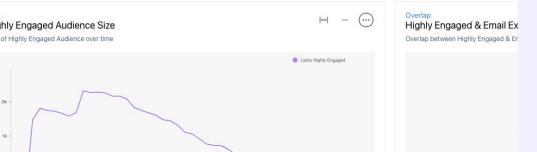
- ✓ Web Cookie
- ✓ Clearbit Dis
- ✓ Email Address
- ✓ Twitter Id

Dashboard **Logs**

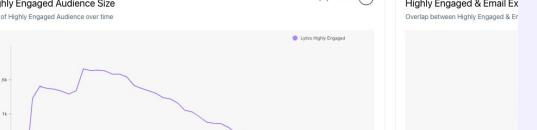
Composition
Highly Engaged Frequency
Frequency Composition for Highly Engaged Audience



Composition
Highly Engaged Recency
Recency Composition for Highly Engaged Audience



Highly Engaged Audience Size
Size of Highly Engaged Audience over time



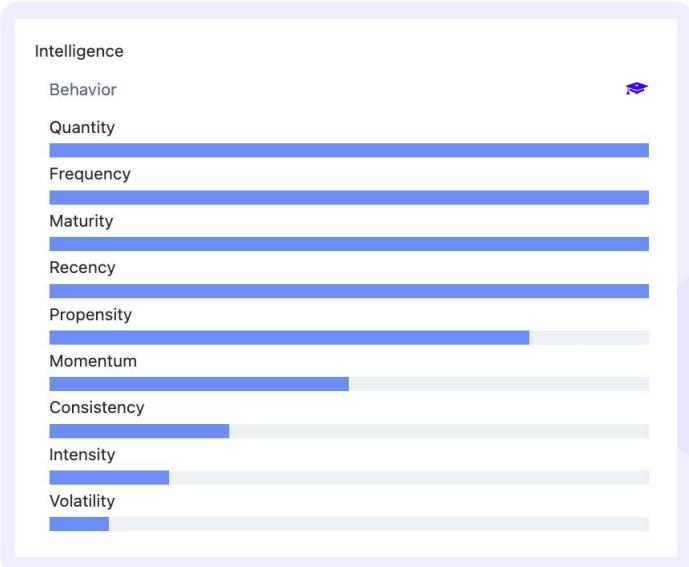
Highly Engaged & Email Ex
Overlap between Highly Engaged & Email

Improve email conversion rates with customer intelligence from cross-channel activity

Targeting interested users with a well-timed and personalized email campaign is the key to driving efficient conversions. To improve email conversion rates, you must first identify your most engaged customers who have yet to convert.

How Lytics Helps:

- AI and ML generated [Lytics Behavioral Scores](#) in nine key areas identify users based on their multi-channel engagement with your brand. These scores provide valuable insights into customers' interests, motivations, actions, likeliness to engage, and more.
- Access a turn-key, highly engaged [Lytics Behavioral Audience](#) for immediate use or to create more complex audiences. Enable precise targeting based on users behaviors and interactions, easily build audiences of highly qualified users, and identify others who possess similar attributes.
- Leverage Lytics [content affinity](#) and [recommendation](#) algorithms to identify the [most relevant content](#) for each individual user based on their previous engagement. Then, surface the user profile inside of Iterable for [advanced personalization](#) to improve engagement and increase ROI.
- Pre-built [Iterable integration for exporting audiences](#) sends in near real-time to keep your segments as up-to-date as possible.



Behavior Intelligence Module as displayed on a Lytics User Profile
Your users' profiles are automatically enriched with Behavioral Scores in Lytics.

Level of Effort: Easy

In this playbook

- We will show you how to use Lytics' [descriptive and predictive modeling](#) to segment campaigns based on cross-channel customer behavior to improve conversions in your Iterable campaigns.

What we'll cover:

- Considerations for planning
- The out-of-the-box Lytics highly engaged audience builder
- How to create a custom campaign audience in your account
- The Iterable integration
- How to export the audience to Iterable
- Ideas for how to analyze and improve your campaign strategy (including expanding to new tactics and utilizing Lytics' reporting tools to increase the understanding of your audience)

Some things to consider before starting:

Targeting & Scale



- Are your Lytics and Iterable accounts properly connected? Are all of the data fields needed to reach the desired customers in Lytics (email opt-in status, email address, conversion, etc.)?
- What percentage of your users that are opted in to email marketing fall within the Lytics Highly Engaged audience?

Key Performance Indicators



- What KPI will be used to measure success (i.e. click throughs to site, campaign conversion rates, etc.)?
- What is the current benchmark metric?
- What tool(s) will be used for measurement?

The Lytics highly engaged audience

Lytics unifies profiles across all your identifiers, captures user activity across multiple channels, and scores users based on behaviors, making segmentation based on cross-channel engagement easy. The automatically generated [Lytics Highly Engaged Audience](#) - defined by 4 of the 9 Behavioral Scores - was created to simplify the targeting of your most engaged users. In this instance, marketers can use this audience to focus on converting users who already know your brand, visit your websites, receive your emails, or are likely familiar with your products.



Fields containing **Email**, **Opt-In Status**, and **Conversions** data will likely be helpful for segmentation. Check the [Schema Audit](#) tab in the UI to better understand what fields and data are available in your account.

The screenshot shows the Lytics Audience Builder interface. The left sidebar has a dark theme with a purple header 'Decision Engine' and a sub-header 'Audiences & Activation'. The 'Audiences' section is expanded, showing 'Discovery', 'Find a user', 'Content', 'Data', 'Personalize', 'Reports', 'Laboratory', and 'Learn'. The main content area is titled 'Name' with the placeholder 'Name your audience'. Below it is 'Description' with the placeholder 'Describe your audience'. The 'Slug' section explains that it's a unique, user-friendly way to access the audience via APIs or SDKs, with a text input field 'Enter Audience ID'. The 'Data Source' section says to choose a source to build the audience from, with 'Lytics User Table' selected. The 'Definition' section notes that sizes are real-time counts and may take several hours to reflect. The 'Existing Audience' tab is selected, showing a table with the following data:

	Content Affinity	Campaign	Custom Rule
Lytics			
Lytics Currently Engaged			7,251 users
Lytics Disengaged			12,058 users
Lytics Highly Engaged			228 users
Lytics New			42 users
Lytics Previously Engaged			35,546 users
Lytics Unscored			2,281 users
Strong Affinity for "Lytics Goods"			10 users
Users not in Lytics Highly Engaged			57,178 users

At the bottom are buttons for 'Create', 'Cancel', and 'Reset'.

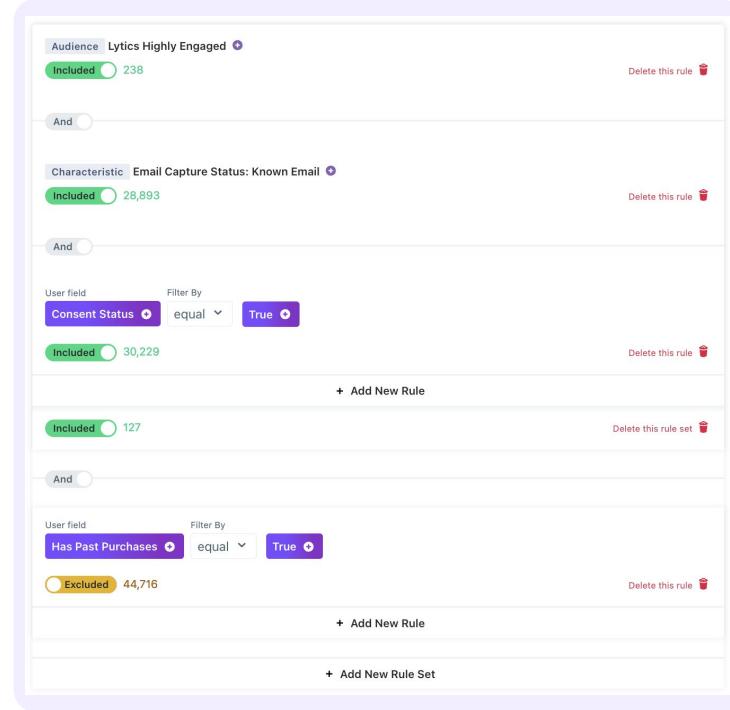
Audience Builder in the Lytics UI (Showing Existing Audience tab)

Build your custom audience in Lytics

While it is possible to use the out-of-the-box Lytics Highly Engaged audience on its own, it would be advisable to use the [Lytics Audience Builder](#) to create a custom audience more tailored to the type of campaign.

An example of the filters for creating a highly engaged audience for an email conversion campaign:

- [Existing Audiences](#): These audiences are available by default in all Lytics and can be used as building blocks for creating a more custom audience.
 - [Lytics Highly Engaged Audience](#)
 - Email Capture Status: Known
- Custom Fields: The exact filters will be determined by the fields mapped in your account.
 - Opt-in Status (True)
 - Previously Converted (False)



The screenshot shows the Lytics Audience Builder interface with a complex rule set for creating a custom audience. The audience is named "Lytics Highly Engaged" and includes 238 users. The rule set consists of two "And" clauses. The first clause includes users with "Email Capture Status: Known Email" and "Consent Status: True". The second clause includes users with "Has Past Purchases: True". The audience is then excluded based on "Has Past Purchases: False". The total number of users in the audience is 127.

Example rules in the Lytics Audience Builder
Filter criteria can be based on Existing Audiences, Content Affinities, and Custom Fields.

The Iterable Integration

Email is still one of the most effective communication channels for nurturing leads and selling products. With Iterable integration, Lytics can keep audiences up-to-date in real-time, so marketers can easily reach all the customers currently displaying high engagement to drive lower funnel activity from their targeted email campaigns.



Knowing that the target audience is already engaging, you will want to carefully define the timing and frequency of emails for an optimized experience.

The screenshot shows the Lytics interface with a gradient background. At the top, there is a navigation bar with a back arrow and the text 'Exit'. Below this, the title 'Select a provider' is displayed in bold. A sub-instruction reads: 'Connect to our built-in providers. Don't see your provider? Check out our [integration documentation](#). Your provider may require a connection.' On the left, a vertical list of steps is shown: 'CHOOSE PROVIDER' (purple dot), 'CHOOSE DESTINATION' (white dot), 'CHOOSE AUTHORIZATION' (white dot), and 'CONFIGURE DESTINATION' (white dot). To the right, a search bar contains the text 'Iterable' with a magnifying glass icon. Below the search bar, the status 'Connected (1)' is displayed next to a box labeled 'Iterable' which includes the Iterable logo, the text 'Iterable', and a 'See Documentation' link. At the bottom, the status 'Disconnected (0)' is shown next to a box labeled 'Iterable'.

Selecting a provider from Destinations in Lytics (Showing Iterable)

Export your audience to Iterable

Authorize

If this is the first time sending data to this Iterable, you must [create an authorization](#).

Configure

[Create the Export Audience Iterable job](#), and add all necessary fields and settings, including how often you want to send this audience. Start the export.

Monitor

Monitor the job's progress in the [Destinations](#) tab.

Activate

Navigate to your Iterable and build your email campaign using the Lytics-built audience.

← Exit

Configure Job

Set up this job to activate user profiles and audiences from Lytics to execute marketing use cases in

CHOOSE PROVIDER

Details

This will help you identify this destination within Lytics

CHOOSE JOB TYPE

LABEL

Label

DESCRIPTION

Description

CHOOSE AUTHORIZATION

Configuration

Setup fields specific to your destination

CONFIGURE JOB

AUDIENCES

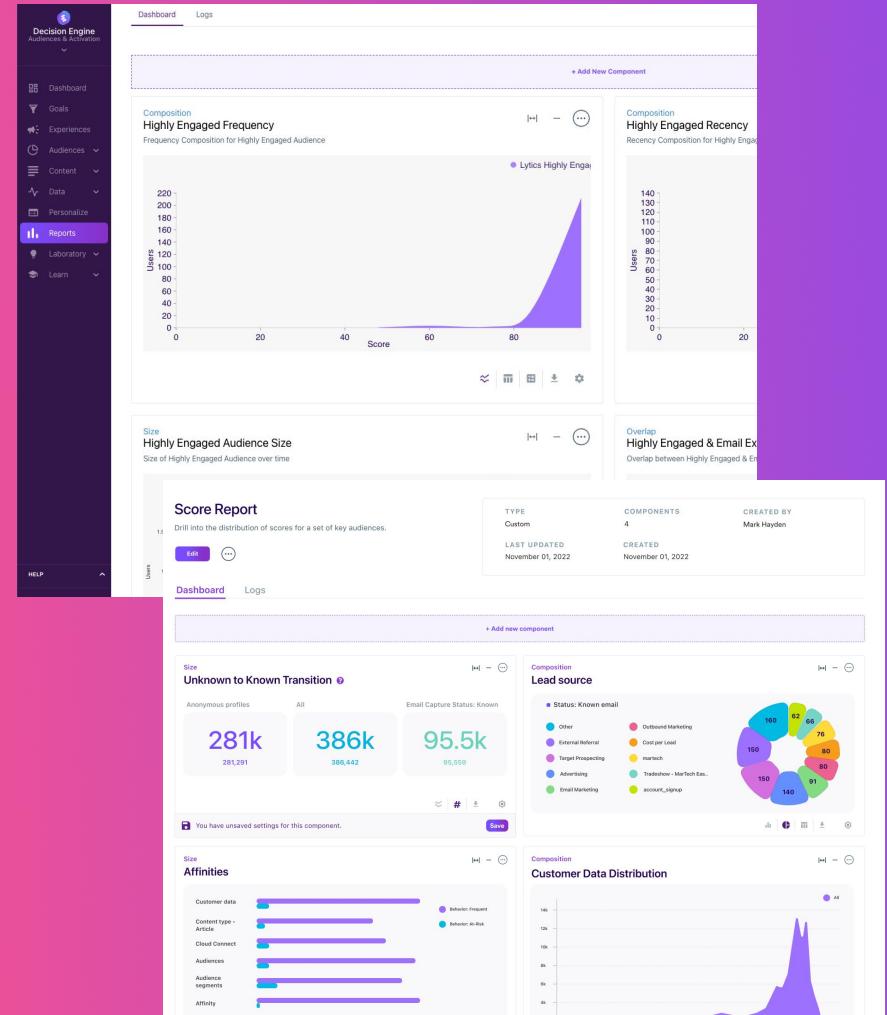
Previous Step

Configuring a job within the Lytics UI

Analyze and improve your strategy

Regardless of the success of the initial campaign, it is always a great idea to explore ways to improve the experience.

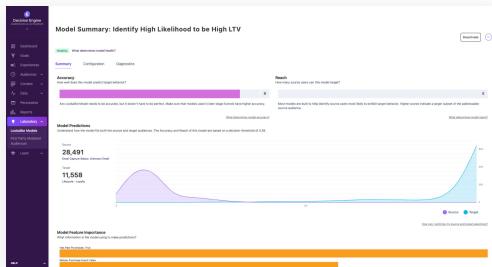
- Analyze the campaign performance in Iterable to assess the effectiveness of the targeting.
- Use [Lytics customizable reports](#) to analyze your conversion audience to consider questions like:
 - How is this audience growing over time?
 - How much of this audience overlaps with other key audiences?
 - Would a different combination of Behavioral Scores likely produce better results or reach?
 - What content affinities are the highest for this audience?
 - On what other channels are these users found?
- Utilize the automatically generated Random Split fields to create test and control audiences to [A/B test your campaigns](#).
- Consider experimenting with other Lytics data science features for targeting and personalization.



Expand your tactics

Lookalike Models

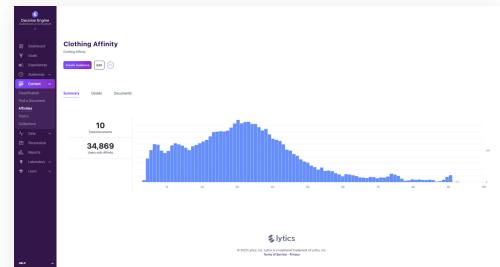
Create a lookalike model to identify an audience of users most likely to convert.



Lookalike Model example in Lytics UI

Affinities

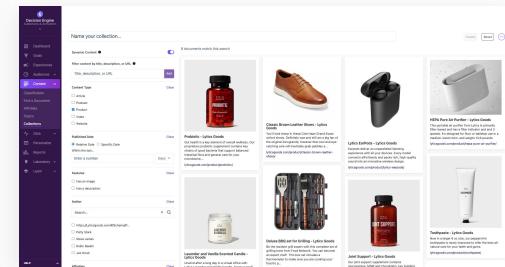
Build affinities related to the conversion you are trying to drive and use these affinities for targeting.



Content Affinity example in Lytics UI

Personalization

Personalize Iterable emails from a collection of content aligned with user affinities.



Content Collection example in Lytics UI

Questions? Reach out!

 sales@lytics.com

 [@lytics](https://twitter.com/@lytics)

 linkedin.com/company/lytics

→ **Get a demo:** lytics.com/get-started/

↗ **Learn more:** lytics.com/resources