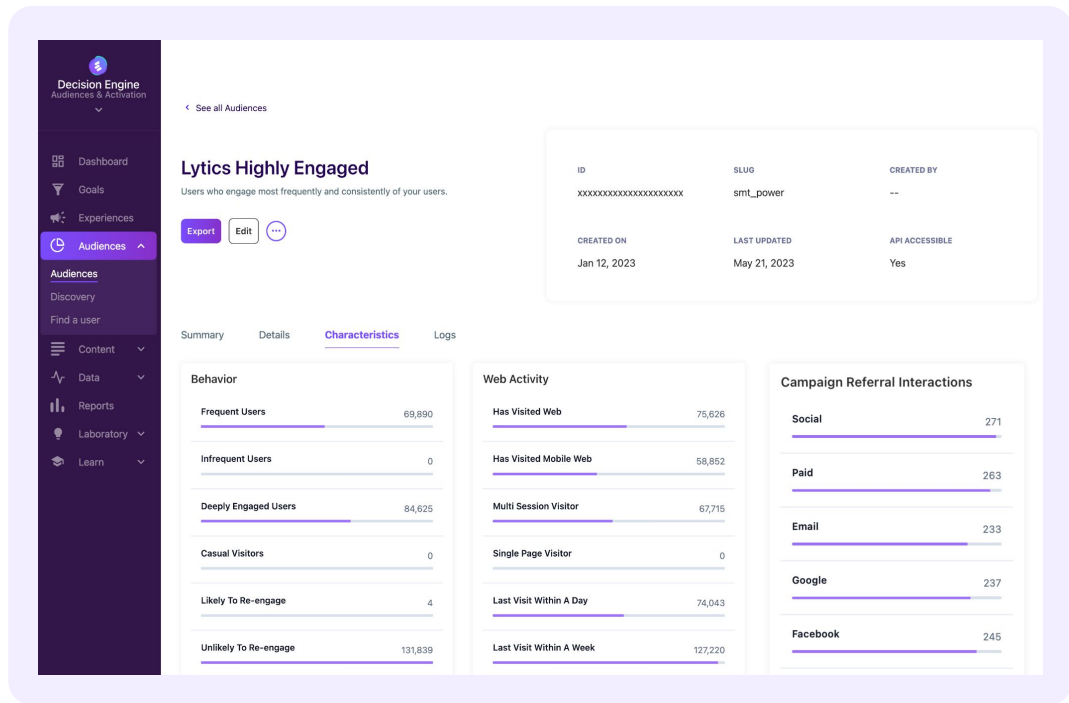


Playbook

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



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 16, 2016

Download profile Delete user

Profile deletion complies with all GDPR requirements. Read more.

Intelligence Audiences Details

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

Quantity

Maturity

Consistency

Frequency

Propensity

Recency

Momentum

Content affinity

Sort

Clothing

Technology

Home

Food

green tea

Food and drink

Computers

Cleaning products

Foods

Recent activity by channel

email

Active a year ago

web

Active a year ago

Unique identifiers

Web Cookie

Cleartext Dis

Email Address

Twitter Id

Decision Engine

Audiences & Activation

Dashboard

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See all Audiences

Lytics Highly Engaged

Users who engage most frequently and consistently with your users.

Export Edit

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%

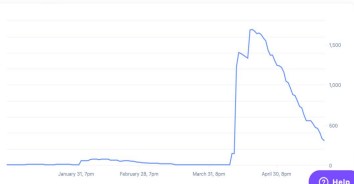
Last 30 days

Activity

How many records are associated to this audience?

01/01/2023 to 05/22/2023

daily



Decision Engine

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Dashboard

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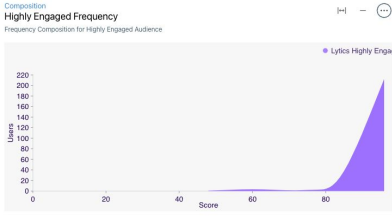
Learn

Dashboard Logs

Compos

Highly Engaged Frequency


Frequency Composition for Highly Engaged Audience



Compos

Highly Engaged Recency

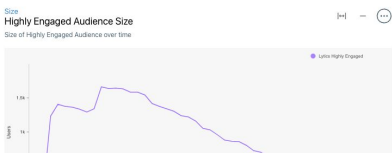
Recency Composition for Highly Engaged Audience



Size

Highly Engaged Audience Size

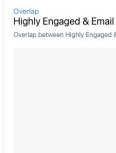
Size of Highly Engaged Audience over time



Overlap

Highly Engaged & Email Ex

Overlap between Highly Engaged & Email Ex

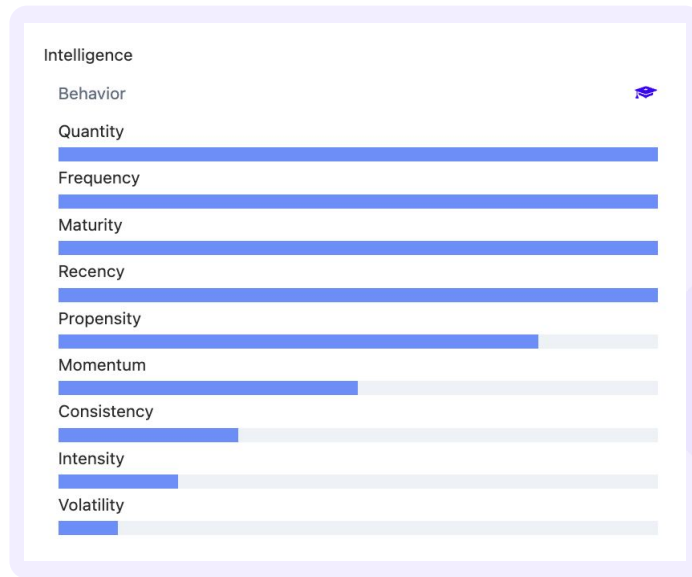


Improve email conversion rates with customer intelligence from cross-channel activity

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.

Existing Audience	
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	2,261 users
Strong Affinity for "Lytics Goods"	10 users
Users not in Lytics Highly Engaged	57,178 users

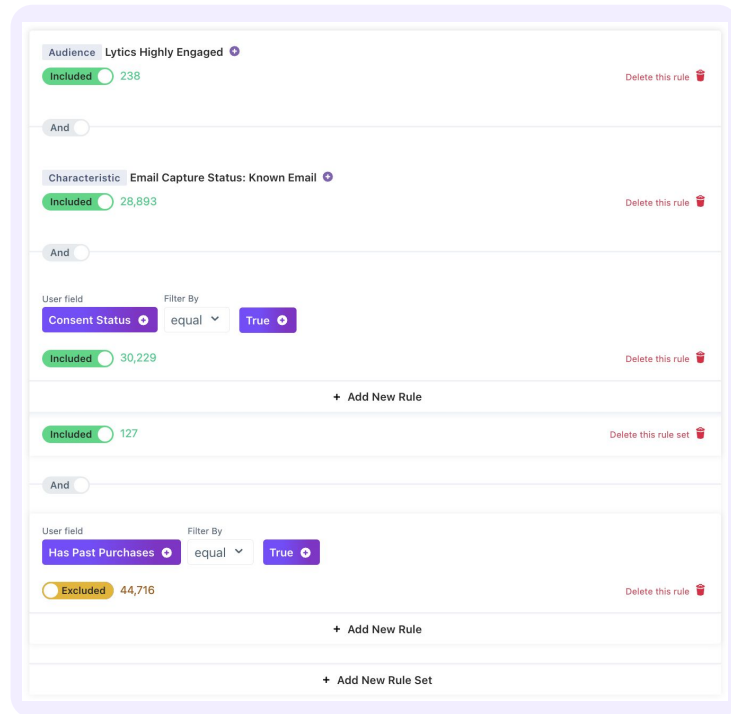
Audience Builder in the Lytics UI (Showing Existing Audience tab)

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)



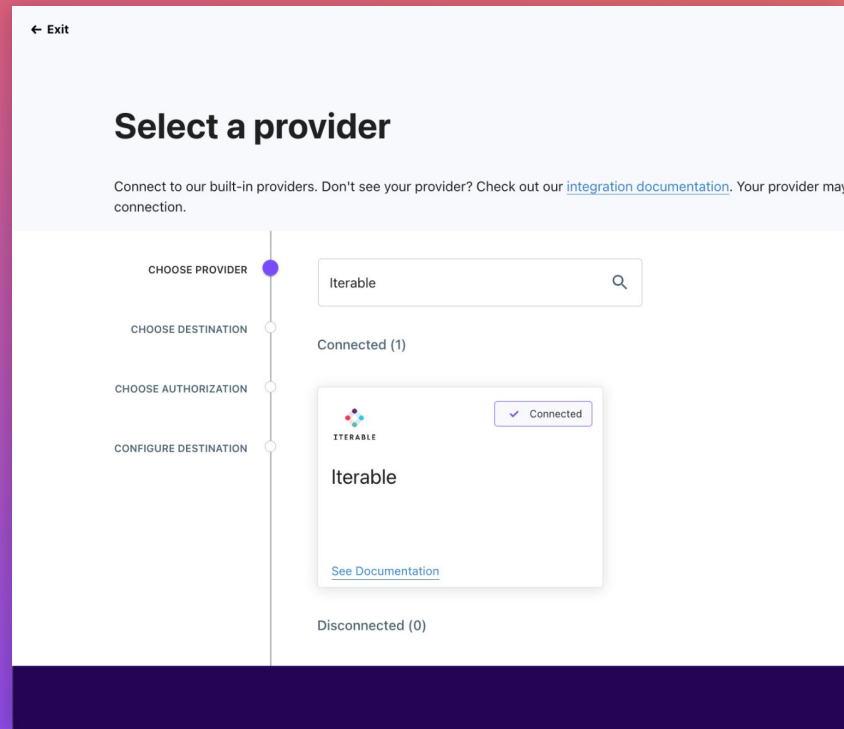
Example rules in the Lytics Audience Builder
Filter criteria can be based on Existing Audiences, Content Affinities, and Custom Fields.

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.



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

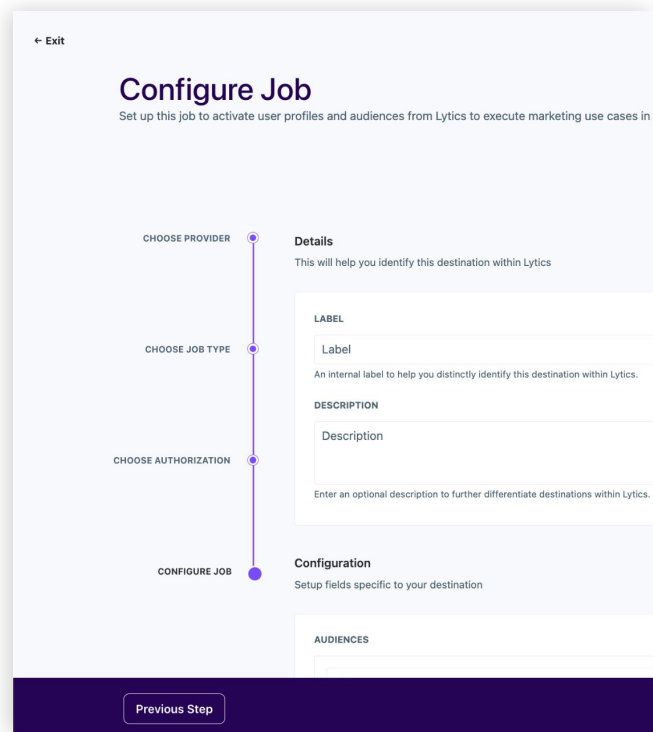
[Create the Export Audience Iterable job](#), and add all necessary fields and settings, including how often you want to send this audience. Start the export.

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.

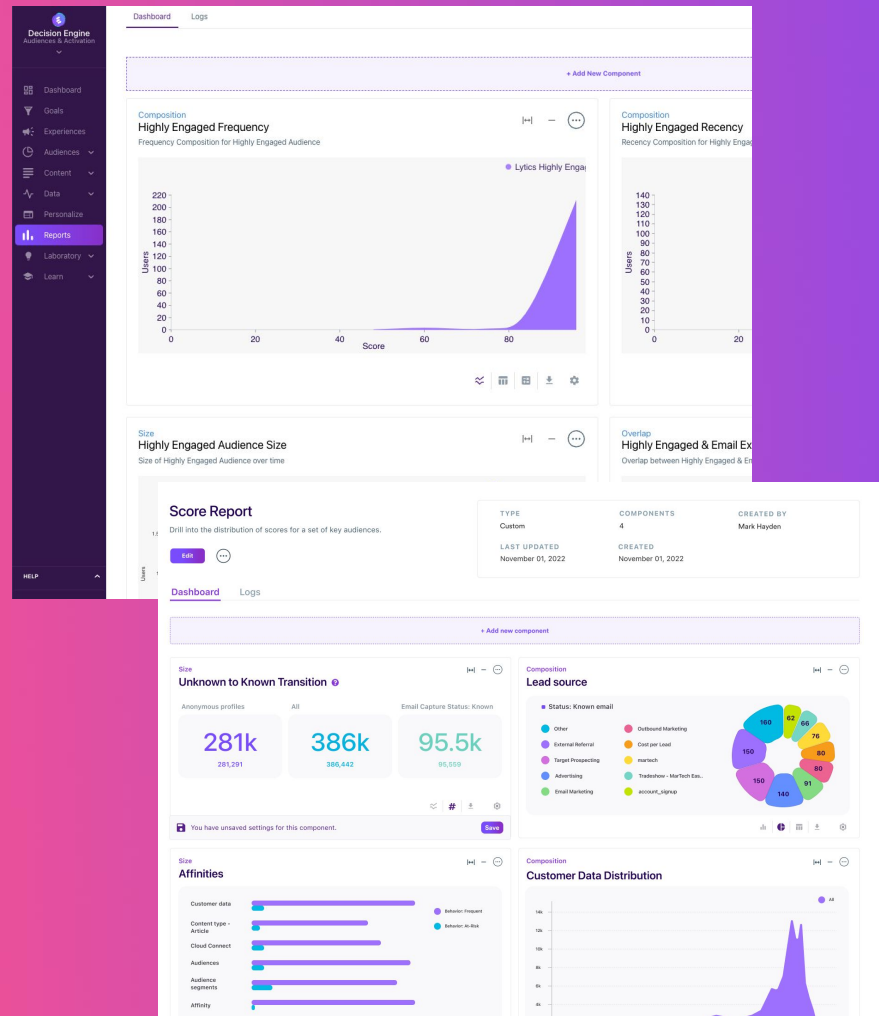


The screenshot shows the 'Configure Job' interface in the Lytics UI. At the top left is a '← Exit' link. The main heading is 'Configure Job' with a subtitle 'Set up this job to activate user profiles and audiences from Lytics to execute marketing use cases in'. Below this is a vertical progress bar with four steps: 'CHOOSE PROVIDER', 'CHOOSE JOB TYPE', 'CHOOSE AUTHORIZATION', and 'CONFIGURE JOB'. The 'CONFIGURE JOB' step is currently selected and highlighted with a blue dot. To the right of the progress bar, under the 'Details' section, there is a text input field for 'LABEL' with the value 'Label' and a description: 'An internal label to help you distinctly identify this destination within Lytics.' Below this is another text input field for 'DESCRIPTION' with the value 'Description' and a description: 'Enter an optional description to further differentiate destinations within Lytics.' At the bottom of the form, there is a 'CONFIGURATION' section with the subtitle 'Setup fields specific to your destination' and an 'AUDIENCES' section with a text input field. At the bottom of the interface is a dark blue bar with a 'Previous Step' button.

Configuring a job within the Lytics UI

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.

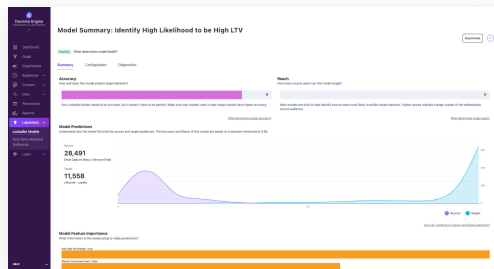


Lookalike Models

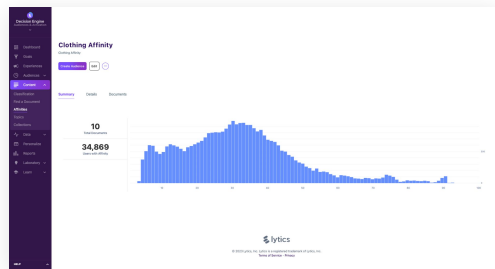
Affinities

Personalization

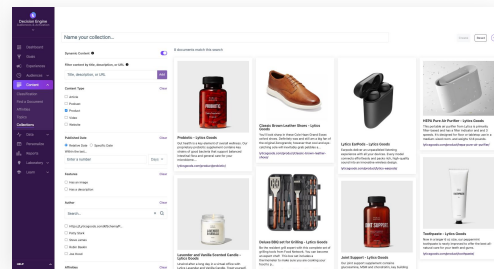
Personalize Iterable emails from a collection of content aligned with user affinities.



Lookalike Model example in Lytics UI



Content Affinity example in Lytics UI



Content Collection example in Lytics UI

Questions? Reach out!

 sales@lytics.com

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

