



USE-CASE STUDY: WEB CONTENT RECOMMENDATIONS

SITUATION

Company websites often have hundreds of pieces of content — blog posts, product pages, articles, reports and more — to educate customers and prospects. Problem is, when it comes to serving up content to visitors, marketing departments tend to make educated guesses based off of isolated engagement trends or take a one-size-fits-all approach. As a result, they often end up displaying content that is no longer relevant or displaying generic messaging to all of their visitors. What if you could present relevant content to visitors based on their unique affinities? And what if you could do this regardless of whether the person was known or browsing anonymously?

THE LYTICS APPROACH

At the heart of Lytics' approach to recommending content to web visitors, is the Content Affinity Engine.

Lytics' Content Affinity Engine combs through a company's website in real-time using natural language processing (as opposed to just keywords) to identify all of a website's nuanced topics and the relationships between them. As visitors browse a company's website or engage in other channels, Lytics takes a data science-based approach to persistently score their individual affinities for each topic.

Marketers can then create audience segments based on user affinities for specific products or topics and then use Lytics' Personalization tool—or an integration with a third-party tool—to present web “modal” overlays with personalized messages or recommendations. If a brand has multiple pieces of content to promote, they can rely on Lytics' built-in data science to determine which specific piece of content should be presented to specific visitors within the audience segment.

Lytics Ingredients:

[Lytics Customer Data Platform](#) to centralize user data across channels.

[Lytics Content Affinity Engine](#) to comb through a company's website, catalogue topics and score visitors' affinity levels.

[Lytics Personalization Tool](#) for creating targeted web messages and notifications inline or as modal overlays.

CUSTOMER RESULTS

[The Economist](#), a global media company and news site, turned to Lytics to help increase digital subscription sign-ups. They created microsites (called hubs) that display digital content based on a prospective customer's affinity for particular news topics (e.g., Brexit,

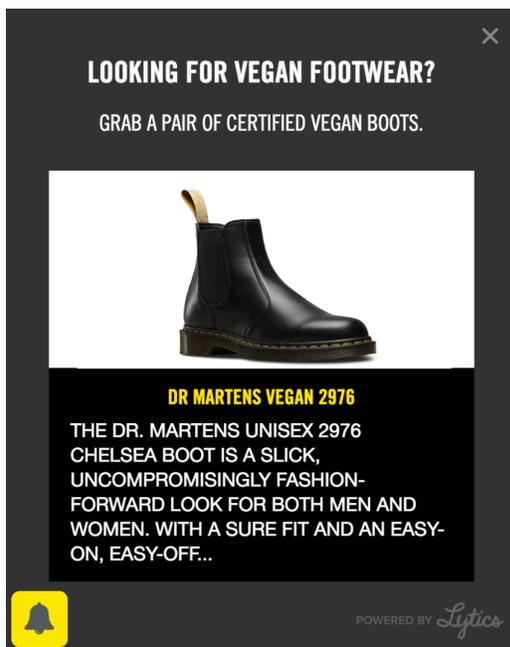


Likely to
subscribe

Content Affinity
for Brexit

Trump, French election, etc.). These affinity-based recommendations are powered behind the scenes by Lytics and have **helped The Economist more than triple their subscription conversions.**

Dr. Martens — the 57-year-old iconic global shoe retailer first made famous for its “Original 1460” boots — has since diversified its product line to carry dozens of collections and styles for men, women and kids alike. Priding itself on authenticity and rebellious style, the brand wanted to match the right customer with the relevant product line. They turned to Lytics to help them centralize in-store, online and email engagement so that they could surface individual users’ affinities for particular products.



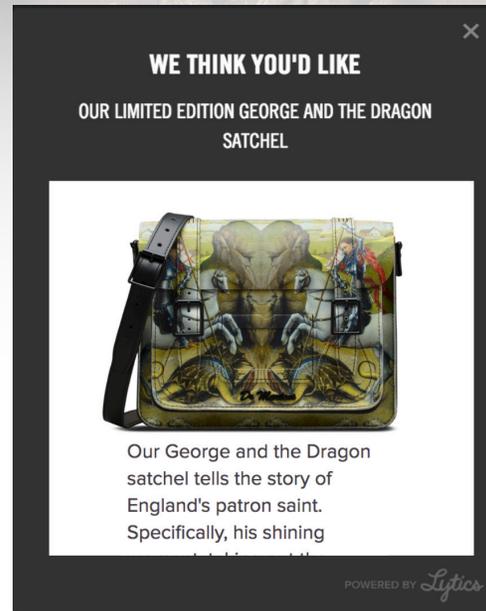
LOOKING FOR VEGAN FOOTWEAR?
GRAB A PAIR OF CERTIFIED VEGAN BOOTS.



DR MARTENS VEGAN 2976
THE DR. MARTENS UNISEX 2976 CHELSEA BOOT IS A SLICK, UNCOMPROMISINGLY FASHION-FORWARD LOOK FOR BOTH MEN AND WOMEN. WITH A SURE FIT AND AN EASY-ON, EASY-OFF...

POWERED BY Lytics

Dr. Martens uses both Lytics’ Content Affinity Engine to identify which products customers were most interested in and Lytics Personalization product to actually deliver targeted messages and notifications to them. For example, users with an affinity for veganism would be presented with a message about Dr. Martens’ vegan footwear collection.



WE THINK YOU'D LIKE
OUR LIMITED EDITION GEORGE AND THE DRAGON SACHEL



Our George and the Dragon satchel tells the story of England's patron saint. Specifically, his shining

POWERED BY Lytics

Dr. Martens’ strategy has yielded compelling results. Their “George and the Dragon” campaign, for example, targeted visitors with an affinity for museum collections and sent them a message about the vintage product line. **Compared to all users, the targeted group had a 60 percent higher conversion rate and a 20 percent higher average order value.**

TheStreet, a financial news and services website, wanted to increase their members-only investment subscriptions. After unimpressive results with blanket targeting, they turned to Lytics to help them run more targeted and relevant campaigns in hopes of increasing results. TheStreet used Lytics’ Content Affinity Engine to identify visitors with an affinity for “Jim Cramer” as well as “Mad Money” (his investing series) and targeted them with an exclusive investing club offer. Compared to all users, **the promotion yielded a 300% higher conversion rate!**



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Learn From Jim Cramer's Decades Of Proven Experience & Market Tested Strategies.
Free For 14 days.

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