Lytics

USE-CASE STUDY: CONVERTING UNKNOWN VISITORS TO KNOWN

SITUATION

Many company websites see thousands of anonymous people visit who never have an opportunity to identify themselves. What if it were easier to engage anonymous visitors who have never provided an identifier such as an email address? And what if you could do so without burdening known visitors who are browsing anonymously?

LYTICS APPROACH

Companies who use Lytics have many approaches to identify anonymous visitors without troubling known ones. One approach involves using Lytics Personalization, an easy-to-use website personalization tool, to create "modals" that request information from anonymous visitors.

Because Lytics' core product, the Lytics Customer Data Platform, can integrate with a company's email service provider (e.g., Marketo, Mailchimp, Sparkpost, etc.), companies can suppress these modals for known visitors.
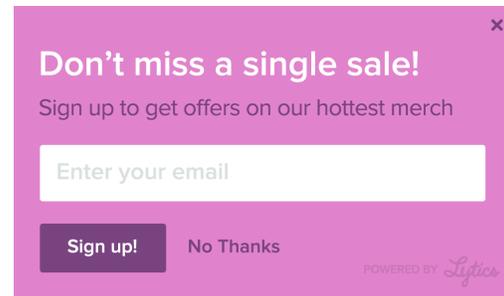
Lytics Ingredients

- Lytics Customer Data Platform to integrate with company's ESP.
- Lytics Personalization for creating notifications that request an email address.

Welcome back, Susan!

Enjoy 10% off sitewide! Use code "10%off4me" at checkout.
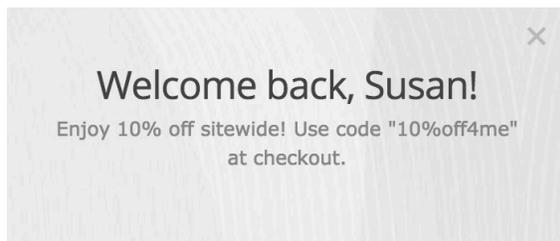
CUSTOMER RESULTS

Wildfang, a women's apparel e-commerce company, has a tremendously successful e-mail newsletter program. However, many of their website's visitors fail to see the newsletter sign-up form, leaving engagement opportunities on the table.

Wildfang turned to Lytics' easy-to-use Personalization product to create email-request experiences (e.g., modals, bars, etc.) on their site.

Don't miss a single sale!

Sign up to get offers on our hottest merch

Enter your email

Sign up!   No Thanks

POWERED BY Lytics

Because Lytics Personalization is powered by Lytics Customer Data Platform — which unifies customer behavior data across marketing tools — Wildfang could be more targeted about whom they showed the newsletter sign-up requests to. For example, integration with Wildfang's email service provider allowed Wildfang to suppress sign-up requests to people who had already signed up.

WILDFANG SAW A 60 PERCENT IMPROVEMENT IN THEIR RETURN ON AD SPEND WHEN THEY FILTERED AUDIENCES BY LYTICS SCORES AND TARGETED THEIR "HIGHLY ENGAGED" CUSTOMERS.

Depending on where the website visitor was coming from (say, a Facebook advertisement), Wildfang could tailor the website personalization copy and design to the referrer's copy and design, making the experience more relevant.
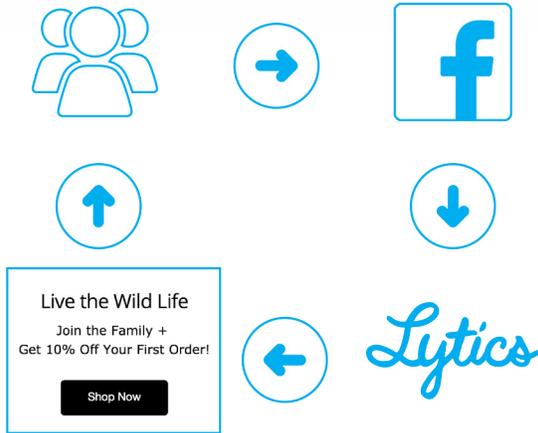
Also, data science could score the website visitor, allowing Wildfang to tailor the call-to-action to the visitor's engagement level (e.g., "Join the Family and Get 10 percent Off Your First Order" for new visitors).

During their initial evaluation period, Wildfang collected emails from 4.5 percent of blog visitors who were not already on

BY APRIL 2017, RACING POST HAD REACHED MORE THAN HALF OF THEIR GOAL OF 100,000 NEW EMAIL ADDRESSES.

their email list. They also reduced bounce rate during that time by 7 percent.

Racing Post, who also has a successful email newsletter program, set a goal for 2017 to acquire 100,000 new email addresses from unknown visitors to their site.

The online home for the U.K.'s No. 1 racing news outlet also used Lytics Personalization to request email addresses. And because they're also integrating Lytics Customer Data Platform with their email service provider, they can suppress email requests from known visitors.

Knowing that email is one of their best channels for converting prospects, Racing Post has made the modals more attractive by utilizing live racing events and free subscription trial offers.