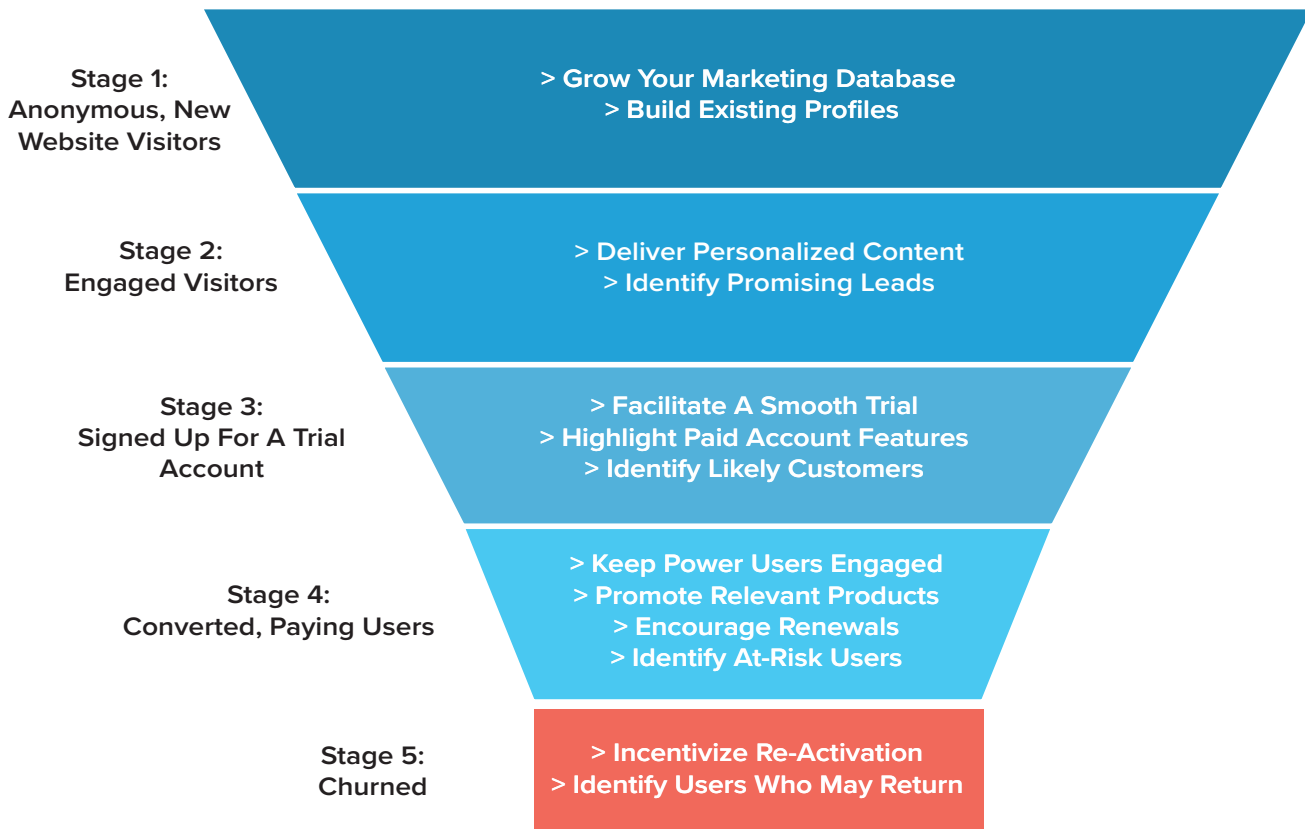


Growing Software-as-a-Service Companies with Personalized Marketing

Software-as-a-Service (SaaS) companies, or business-application software companies, are well-positioned to use customer data platforms to increase subscription conversion and retain a healthy subscriber base. Fundamental to a more relevant and personalized marketing experience, however, is a well-defined customer journey and a centralized customer data hub.

Lytics enables SaaS companies to personalize communications — in both their own software products and marketing — by unifying their cross-channel customer data into individual user profiles, enhancing these profiles with predictive and behavioral attributes and facilitating highly targeted audience segmentation.

Here’s a look at how data-driven marketing can work within each stage of the SaaS customer journey:



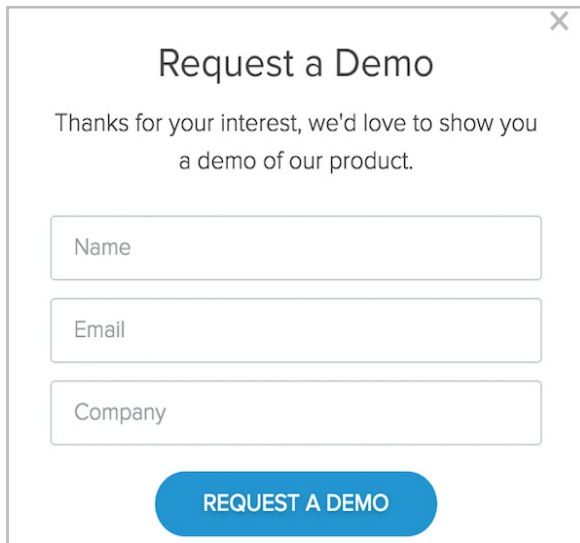


Figure 1: Web personalization modal for new visitors

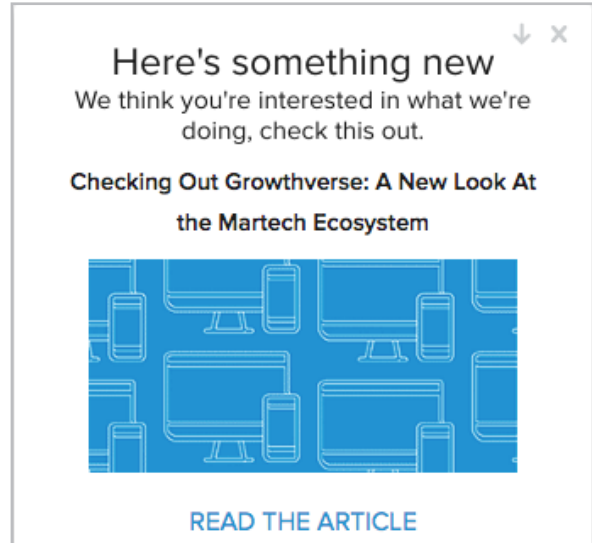


Figure 2: Personalized web experience based on individual user's content affinity

Stage 1: Anonymous, New Website Visitors

Grow your marketing database:

Send lead-capture messages encouraging unknown visitors to sign up for product newsletters.

> *Lytics Web Personalization*

Build existing profiles:

Merge anonymous web visitor data with known first-party data (e.g., someone's email address) to identify known subscribers or customers who simply haven't logged in or are using multiple devices.

> *Lytics Customer Data Platform*

Stage 2: Engaged Visitors and Subscribers

Deliver personalized content:

Segment and nurture leads with personalized and relevant educational content (e.g., blogs, white papers, etc.) based on the topics that interest them and their behavior across engagement channels.

> *Lytics Customer Data Platform and Content Affinity Engine*

Identify promising leads:

Focus your sales efforts by using machine learning algorithms to identify which visitors are most likely to sign up for trial accounts.

> *Lytics Customer Data Platform*

Stage 3: Signed Up For Trial Account

Facilitate a smooth trial:

Upon account activation, trigger an email campaign with educational content based on how they interact with the product.

> *Lytics Customer Data Platform*

Highlight paid account features:

Send in-product web messages that highlight features that are "unlocked" with a paid subscription.

> *Lytics Web Personalization*

Identify likely customers:

Focus your sales efforts by using machine learning algorithms to identify which of your free trial subscribers are most likely to become paying customers.

> *Lytics Customer Data Platform*

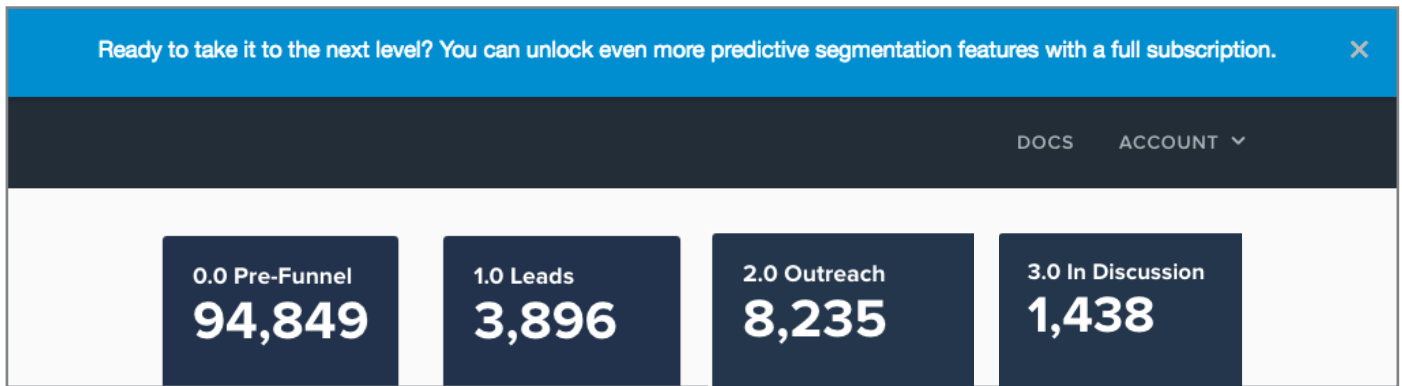


Figure 3: Example of in-product personalization based on an individual user's behavior

Stage 4: Converted, Paying Customers

Keep power users engaged:

Send educational email and web engagement campaigns based on in-product behavior and content affinity.

> *Lytics Customer Data Platform and Content Affinity Engine*

Promote relevant products:

Cross-sell or upsell products based on subscriber behavior and/or when customers achieve certain product milestones.

> *Lytics Customer Data Platform*

Encourage renewals:

Send messages with incentives to renew based on subscription status and renewal dates (e.g., a discount on a complementary product when you renew by a certain date).

> *Lytics Customer Data Platform and Web Personalization*

Identify at-risk users:

Use machine learning algorithms to identify customers who are likely to churn and start a win-back campaign with social-media advertising or other marketing tools.

> *Lytics Customer Data Platform and Segment Machine Learning*

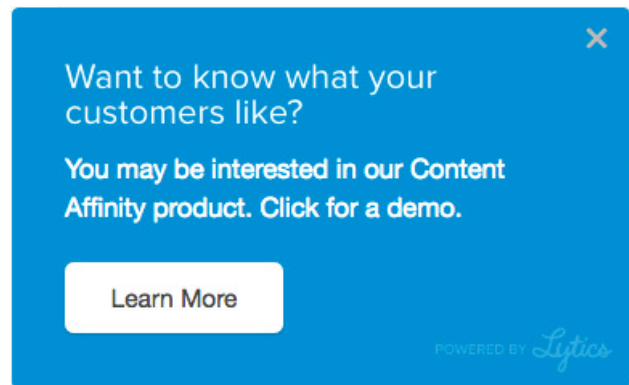


Figure 3: Example of in-product personalization based on an individual user's behavior

Stage 5: Churned

Incentivize re-activation:

Send “welcome back” messages that encourages former customers to re-activate their account when they visit your website.

> *Lytics CDP and Web Personalization*

Identify users who may return:

Identify the churned customers who are the most likely to return using machine learning algorithms; engage them with win-back marketing campaigns.

> *Lytics Customer Data Platform*