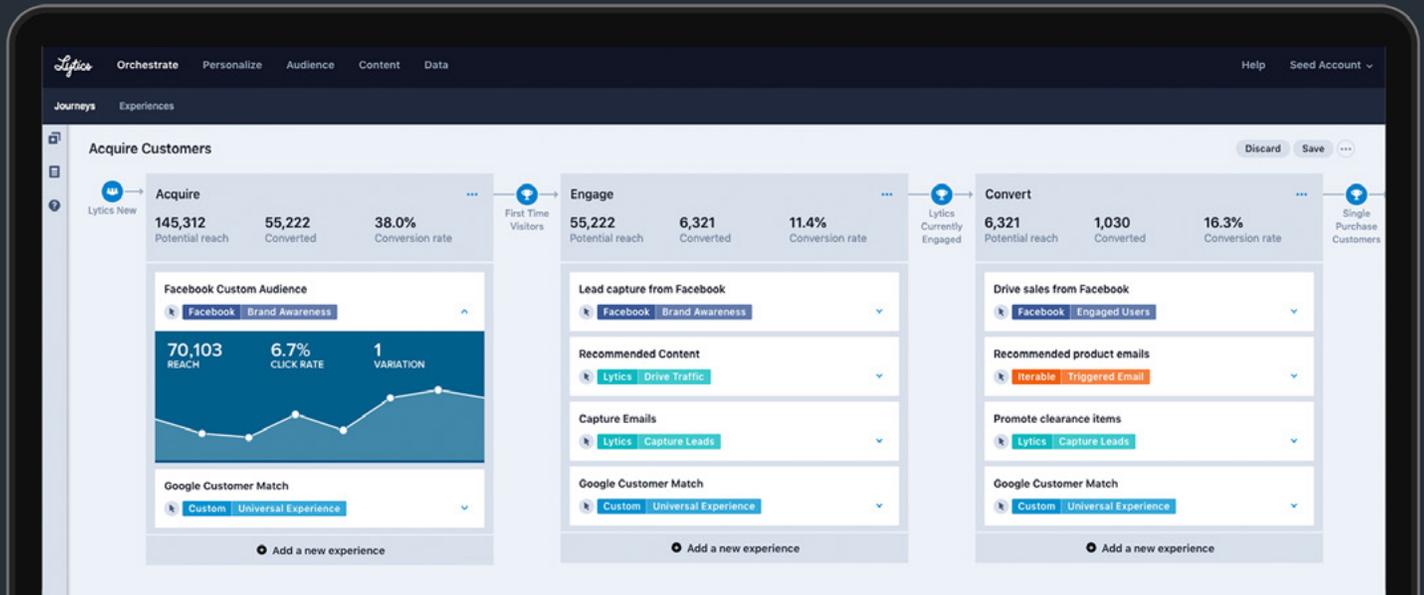


LYTICS OPTIMIZATION



CONSUMERS TODAY ARE FLOODED WITH marketing messages everywhere they look. With the sheer volume of messages being delivered, how do you ensure your message stands out?

The answer: relevance.

But what exactly does relevance mean? Relevance means understanding your customers so well that you can deliver the right message for them today, as well as predict the message they'll need tomorrow. It's the combination of customer intelligence along with the ability to take real-time action on that intelligence that enables you to cut through the noise with a unique message.

Lytics Optimization empowers enterprise marketers to leverage machine learning that automatically delivers a relevant message in each of your connected channels. Using predictive modeling to determine when a person is likely to be receptive to a marketing message, and what type of message will resonate, marketers are seeing the true benefits of a relevant message—**increased conversions, stronger renewal rates, and higher lifetime value customers.**

HOW DOES LYTICS OPTIMIZATION IMPROVE RELEVANCE TO YOUR CAMPAIGNS?



WHICH CHANNEL DO THEY PREFER?

Needs Experience Scoring leverages historical behaviors to calculate a real-time score that's representative of an individual's desire for a message in each of your marketing channels.



WHICH MESSAGE IS RELEVANT?

Experience Decisioning assesses your prioritization of messages, as well as past performance to determine the optimal message for an individual within that channel.



WHEN IS THE BEST TIME?

Delivery Optimization analyzes past engagement patterns to predict when their next engagement is likely to take place, and delivers the message automatically within that time window.

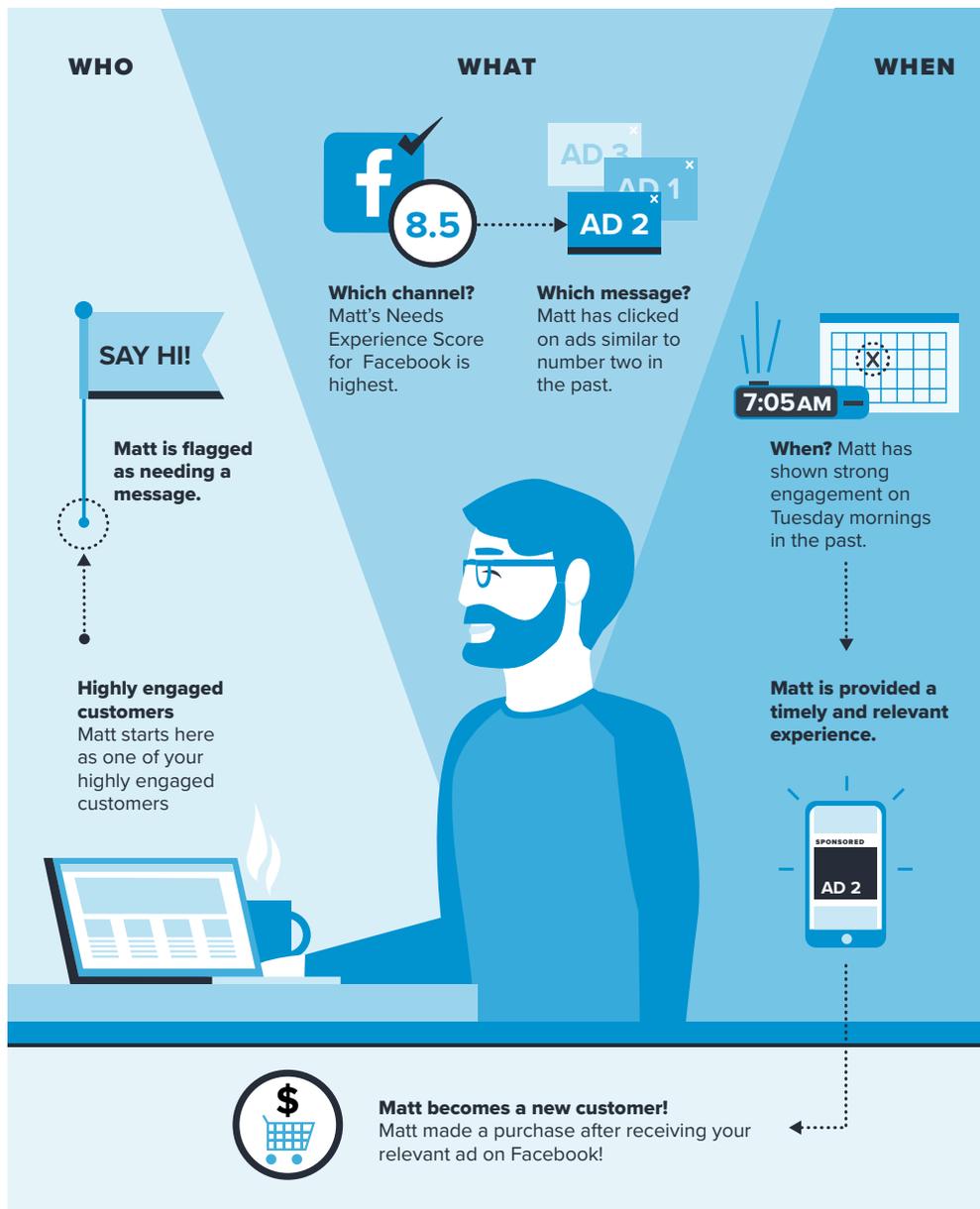


MEASURE SUCCESS ACROSS YOUR JOURNEY

Campaign Performance Reporting gives you visibility into the success that Optimization is bringing to your campaigns—drill in to each stage or experience to identify reach, clicks, conversions, and progression toward your marketing goals.



FOCUS ON CREATING GREAT CAMPAIGNS



LET LYTICS DECIDE WHO GETS WHAT, AND WHEN.

When you flip the switch to let Lytics decide who gets what message and what time, it frees up your time to focus on the things you care about most—creating great content to drive your campaigns. So instead of thinking through a complex journey map of every possible path an individual could take, focus on designing great content you know your audience will love. Lytics will decide the best content for each individual as it pertains to your key marketing goals.

“The Economist marketing technology strategy is all about being contextually relevant to the reader in the moment. We need to be able to combine content with the customer so we have a technology stack that’s built around these two concepts. With Lytics, we’re able to serve a piece of information to a user based on who they are, where they are, and what they’re interested in.”

—Global Head of Martech, *The Economist*

LYTICS FOUNDATIONAL CDP

Optimization extends the foundation of Lytics Orchestration to improve relevancy and efficiency of executing cross-channel marketing campaigns

- » Data collection and integrations
- » Behavioral Scoring
- » Discovery Insights
- » Experience activation across channels
- » Audience Segmentation
- » Journey Canvas
- » Content Affinity Engine
- » Reporting
- » 360 degree view of your customer



Ready to join fellow data-driven marketers that are creating better customer experiences? [Learn more at Lytics.com](https://www.lytics.com)