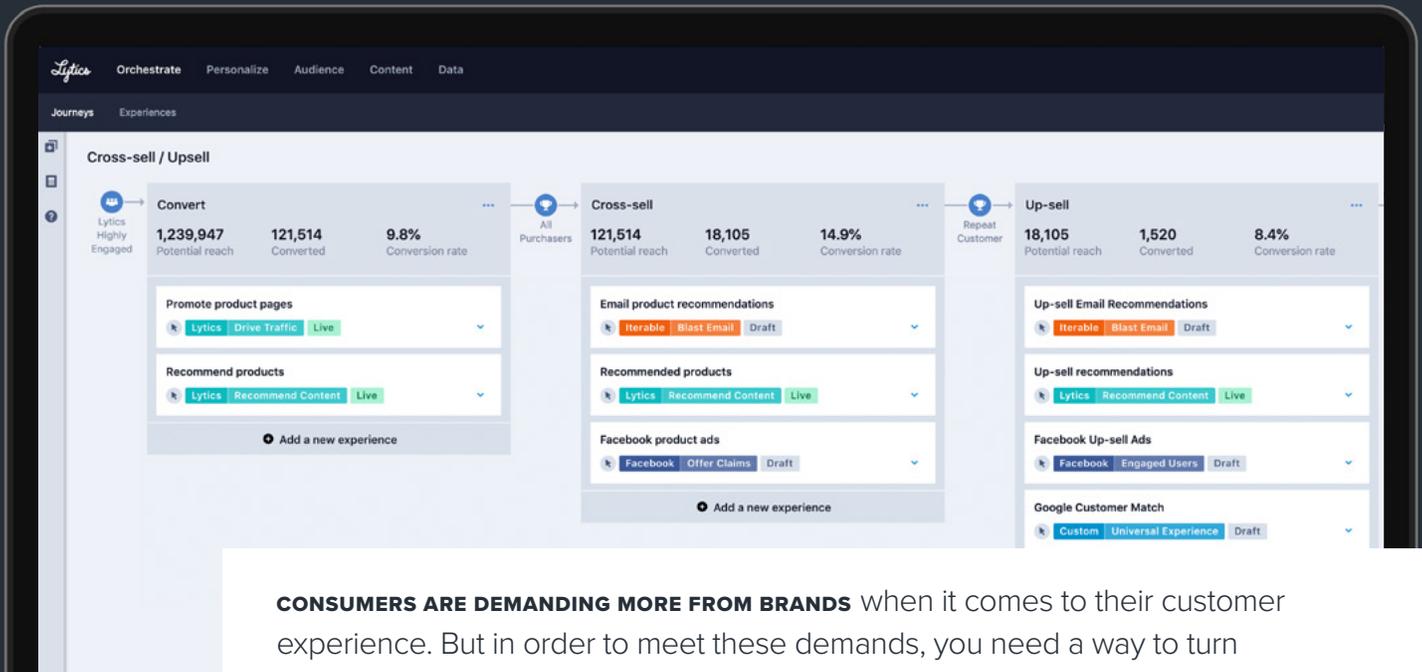


LYTICS ORCHESTRATION



CONSUMERS ARE DEMANDING MORE FROM BRANDS when it comes to their customer experience. But in order to meet these demands, you need a way to turn your customer data into actionable insights. Insights that unlock new stages in your customer journey and help you develop a deep understanding of your customers' interests and affinities.

Lytics enables you to truly understand your customers, accelerate their journey towards a specific marketing outcome, activate your message across all channels, and continue to learn from the centralized intelligence of your customer data.

WHAT CAN YOU DO WITH LYTICS ORCHESTRATION?



DISCOVER WHO'S LIKELY TO CONVERT

Audience Discovery unlocks insights that influence movement toward a conversion. Use these insights to target your best customers or those at risk of churning with campaigns designed specifically for them.



PREDICT BUYER BEHAVIOR

Behavioral Scoring makes sense of all your data, and turns it into actionable insights with scores for momentum, intensity, frequency, recency, quantity, and propensity.



AUTOMATE SEGMENTATION

Smart Audiences takes the guesswork out of manual segmentation and uses machine learning to surface a collection of unique audiences that warrant very specific actions; likely to convert, at-risk, new users, etc.



DESIGN THE CUSTOMER JOURNEY

The Journey Canvas enables you to organize your customer experiences with an intuitive drag and drop interface to move your customers towards a specific marketing outcome.



DEFINE MILESTONES FOR EACH JOURNEY STAGE

Use Goal-based Stages to define each marketing outcome you want a person to reach along their path (e.g., provide an email address, sign up for a rewards program, make a purchase, etc.)

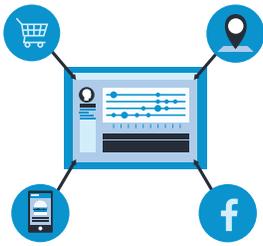


MATCH CONTENT TO CUSTOMERS

Content Affinity Engine allows you to deliver the ideal piece of content to each individual. Using natural language processing, Lytics learns about your content, and then understands which content results in customers taking certain actions.



INCLUDED FOUNDATIONAL CUSTOMER DATA PLATFORM



- » Data collection and integrations
- » Audience segmentation
- » Experience activation across all channels
- » 360-degree view of your customer
- » Website Personalization
- » Reporting

Have your own in-house customer database that does all this? That's OK, we don't need to replace it, we'll work with it. Lytics can sit on top of your systems to still provide you actionable insights and smarter customer campaigns.

THREE STEPS TO ACHIEVING YOUR MARKETING GOALS

1. CHOOSE THE DESIRED OUTCOME AND THE MILESTONES TO GET THERE

Start your journey with an outcome in mind—this outcome drives the goals of each stage along the way. Then define journey stages as mutually-exclusive audience groups that represent milestones towards the desired outcome.

SET GOALS



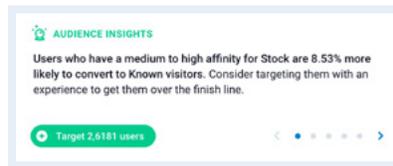
DEVELOP MILESTONES



2. DISCOVER INSIGHTS ABOUT YOUR CUSTOMERS

Actionable insights provide the fuel that power movement across customer journey stages. Discover which audience members are most likely to convert and more importantly why, so you can fine tune the experiences you deliver and get more people to the ultimate goal.

GET ACTIONABLE INSIGHTS



Actionable insights provide the fuel that power movement across customer journey stages. Discover which audience members are most likely to convert and more importantly why, so you can fine tune the experiences you deliver and get more people to the ultimate goal.

3. TAKE ACTION

Experiences represent the message that will be delivered and the channel it will be delivered in. For each stage of the journey, think about the experiences to deliver based on the insights you've discovered. Import existing experiences from your campaign platforms, or create new ones specific to this journey.

TURN INSIGHT INTO EXPERIENCES

