



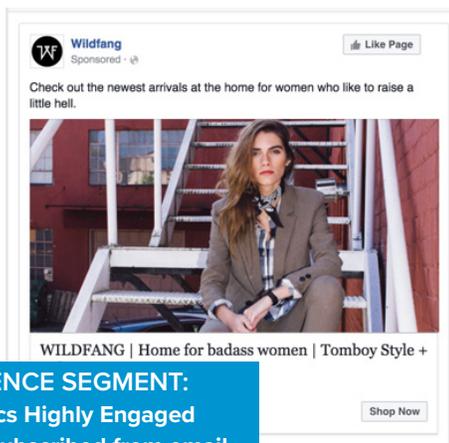
ADVERTISE TO THE RIGHT PEOPLE AND SAVE MONEY

Most ad dollars are spent inefficiently — either targeting too many people with a generic message, or targeting individuals who are unlikely to convert.

Lytics' Customer Data Platform helps you advertise to the right people based on the content that they like and how they behave across your communication channels (email, sales, website, etc.). Our integrations with your favorite ad tools — e.g., Facebook Ads, AdRoll, Google Ads, DoubleClick for Publishers — make it easy to reach them.

REACH THE RIGHT AUDIENCES

Isolated, channel-centric events (e.g., website clicks or email opens) don't provide a comprehensive view of your customers — or their intentions. Lytics uses behavioral algorithms to analyze all of your customer data (email, website, purchasing, helpdesk, etc.) and scores your customers by their overall engagement level (e.g., "highly engaged").



AUDIENCE SEGMENT:

- Lytics Highly Engaged
- Unsubscribed from email
- Affinity for tomboy style

SEND PERSONALIZED AD CAMPAIGNS

74% of online consumers get frustrated when ad content has nothing to do with their interests.* Lytics makes ad personalization easy by cataloguing your website content in real-time and grouping individuals based on their interest levels for particular products or topics.

* Janrain, 2013 Online Personal Experience, <http://www.janrain.com/about/newsroom/press-releases/online-consumers-fed-up-with-irrelevant-content-on-favorite-websites-according-to-janrain-study/>

SPEND LESS TIME MANAGING LISTS

Static audience lists are nearly impossible to keep up-to-date, especially when they get stored in various advertising tools. Lytics serves as a centralized hub for your ever-changing audience segments and automatically syncs them with your advertising tools so that you don't have to spend time re-importing them every day.

DON'T PAY FOR THE WRONG PEOPLE

Lytics lets you exclude individuals who won't benefit from paid advertising efforts, such as employees, recent customers or anyone who prefers to engage with your brand over email.

Clothing retailer 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.

TOP 5 ADVERTISING USE CASES:

- **Smarter "Lookalike" prospecting:** Create Facebook or Google "Lookalike" audiences based on your most valued customers' behaviors, engagement scores and lifetime value.
- **Win-back campaigns:** Advertise to people who have unsubscribed from your email list but show engagement on your website.
- **Predictive targeting:** Target anonymous visitors who are "Likely to Subscribe" or "Likely to Buy" based on their previous engagement and Lytics' data-science scores.
- **Re-engagement campaigns:** Send ad incentives to at-risk customers or individuals from your email list who have not opened an email in last 90 days.
- **Anonymous user conversion:** Target anonymous visitors who have recently visited your website and have high engagement scores with an incentive to fill out a lead-form or subscribe to your newsletter.