It can take a lot of time, effort and trust for your brand to earn a customer's email address, yet all it takes is one poorly executed email for that same customer to unsubscribe from all of your marketing communications. Lytics gives marketers the insights into customer behavior that they need to improve customer engagement over email. The ultimate goal: send the right emails to the right people at the right time.

COMPLETE CUSTOMER CONTEXT

Your customers engage with your brand in various ways: email, web, mobile, purchasing, support, and more. Instead of sending emails solely based on isolated single-channel events (such as web clicks or a recent purchase), Lytics allows marketers to reference many data points and take the full picture into consideration when deciding who should — and shouldn't — receive an email.
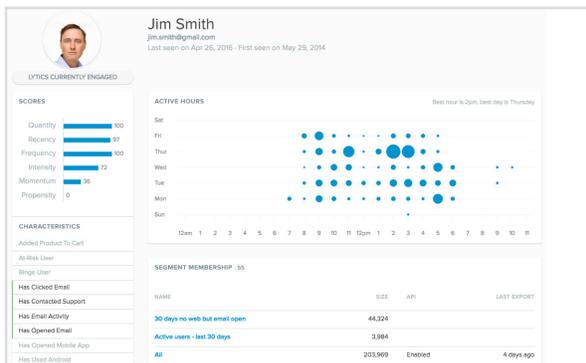
PREDICTIVE AND BEHAVIORAL INSIGHTS

Marketers are often in the dark when it comes to knowing whether customers will actually appreciate and engage with their email campaigns. As a result, a lot of money gets spent on emails that never get opened. Lytics helps marketers improve open rates with built-in predictive and behavioral insights (e.g., "likely to re-engage," "likely to buy") to optimize email audiences and email frequency. You can even email users based on their most active time of day and day of the week.

Racing Post started sending more frequent emails to individuals that Lytics identified as "Highly Engaged" and simultaneously decreased the number of emails sent to those marked as "Disengaged." **In one month's time, Racing Post increased their open rates by nearly 20 percent, without increasing the total volume of emails sent.**

TOP 5 EMAIL USE CASES:

- **Email suppression:** Suppress promotional emails to customers with an open — and negative — support ticket.

- **Frequency by engagement level:** Send fewer emails to customers with low engagement levels, and more frequent emails to customers with higher engagement scores.

- **Behavioral email triggers:** Trigger emails when customers perform a cross-channel event, such as creating an account online and making a purchase in-store. Or creating an account online, and not making a purchase.

- **Win-back campaigns:** Use data science-based scoring to identify at-risk or dormant customers and send email incentives to keep them engaged.

- **Personalized email newsletters:** Instead of curating one newsletter roundup for all of your customers, recommend content based on their individual behavior and affinities across channels.

SUGGESTED CONTENT

Webinar: Digitizing Banking Workflows
http://pages.marketing.americanbanker.com/20160512
Join this web seminar to hear Eric Buechner of SEFCU describe his financial institution's journey from the first electronic signature to fully digital workflows...

Don't Ditch SMS, Change How You Use It
http://www.americanbanker.com/news/bank-technology/dont-ditch-sms
Banks are facing a predicament in using SMS messages to help authenticate their customers. On one hand, fraudsters are targeting such systems more. On the other, it is a method customers are accustomed to using..

7 Faster Payments Projects in the U.S.
http://www.americanbanker.com/gallery/7-faster-payments-projects
The U.S. is steadily building the foundation of a nationwide faster payments system, but not all of the pieces are connected. Many of the elements developed independently, with influence from across the globe.

We've personalizaed this email for you by sending it during your optimal activity time, 3 PM. The content above is suggested based on your interest in these topics: **digital banking**, **banking operations**, and **open banking technology**.

AUDIENCE SEGMENT:
- **Email newsletter subscriber**
- **Lytics Highly Engaged**
- **Affinity for: digital banking, banking, banking operations, open banking technology**

PERSONALIZED CONTENT

Personalized emails improve click-through rates by an average of 14 percent and conversion rates by 10 percent.* Lytics' Content Affinity Engine improves receptivity for marketers by dynamically cataloging and scoring all of your web content so that you can segment audiences by the topics, articles, and products that interest them. Improve email open rates by using these key topics in the subject lines.

CENTRALIZED, DYNAMIC AUDIENCES

It's nearly impossible to keep email lists up-to-date when your customer data is scattered across various marketing tools. Lytics serves as a centralized hub for your customer data and can sync your ever-changing audience segments to your preferred email service provider — such as Marketo, Campaign Monitor, ExactTarget, Mailchimp, Responsys, SendGrid, and SparkPost — so that you don't have to spend time re-importing lists every day.

EMAIL INTEGRATIONS:

Campaign Monitor

MailChimp

ORACLE RESPONSYS

Marketo

ExactTarget a salesforce.com company

SPARKPOST

SendGrid