



A fresh way to visualize where audience, activation, and marketing campaigns merge in the Lytics user interface (UI).

A VISUAL CONTROL CENTER

Customer data platforms integrate cross-channel customer interactions into a single hub. However, marketers are still left to execute their various campaigns across disparate tools — creating a disjointed and inefficient workflow that is difficult to scale.

Lytics Orchestrate is a visual canvas to help marketers choreograph customers' movements across marketing tools within the Lytics user interface. Orchestrate allows marketers to:

- **Map marketing tactics to larger goals**
- **Visually track customer journeys** as customer move from one stage to another (e.g., unknown to purchaser).
- **Prioritize campaigns** to avoid overlapping conflicting campaigns.
- **Save time** by automatically flowing customers into subsequent audience segments (and corresponding campaigns) after conversion events.

TRACK CUSTOMER MOVEMENT

Lytics Orchestrate helps marketers stay organized with how their marketing tactics (e.g., “Join our mailing list” web modals) align to larger milestones (Converting Anonymous to Known).

Marketers can also visually prioritize marketing tactics across different execution tools. For example, Facebook Ads, SendGrid emails or Lytics web personalization modals may be used as various experiences within a larger objective of converting anonymous users to purchasers.

Lytics Orchestrate helps marketers shift their focus from data management to action-oriented marketing journeys. With a fresh approach to visualize where audience, activation, and marketing campaigns merge within Lytics, marketers can better manage their customer interactions and more efficiently streamline their workflow.

