



PRODUCT
OVERVIEW

Out-of-the-[Black]-box

Delivering data-driven marketing

“The speed and complexity required to understand and deliver customer experiences **exceed human capacity** and traditional rule-based methods.”

—The Moments-Based Evolution of Enterprise Marketing Technology, Forrester Research.

DELIVERING OPTIMAL CUSTOMER

EXPERIENCES exceeds human capacity. This challenge is exactly why companies like Amazon, Netflix, and Spotify recognized early on that in order to be successful in today’s world, they needed to adopt an experience strategy driven by data—not rule-based methods.



These brands all built their massive success on building their business on customer relationships and leveraging data-driven communications that speak to the individual, instead of generic customer segments. Whether you compete directly with these brands or not, they are the standard that you must strive for when it comes to the experiences you deliver to your customers.

Is your business up to the challenge?

Digital Transformation

THE FIRST STEP in your digital transformation toward a data-driven business is a unified customer profile that enables your data to be actionable and available in real-time. Without this unified view, how do you decide who to target with what experience or message? Personal hunch? Past campaign results? The vast amount of customer data you're collecting can tell you who to target with what experience to get the results you need. When you let insights drive who to target and why, you unleash the power of being a true data-driven organization.

While most Customer Data Platforms (CDPs) unify customer data to enable better segmentation, Lytics builds on top of that foundation with insights that make the hard decisions easier. By using insights derived from your customer data, you can begin to leverage in-depth analysis on behaviors, content, conversions, and experiences using

machine learning (ML). Analysis with ML surfaces actionable insights that are unique to your customer data and help you answer the big questions:

- » *Who is most likely to churn?*
- » *Who is highly engaged?*
- » *Which channel is most effective for customer retention campaigns?*
- » *How can I accelerate my acquisition journey and prevent drop off?*
- » *How can I send messages when my customers want to receive them?*

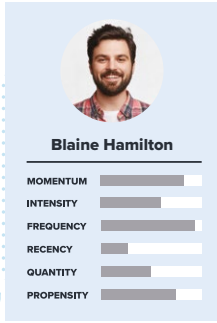
Answering these types of questions requires you to move beyond the basics of traditional analytics and reporting—to insights driven by data science. Insights should inform you with recommendations on the best way to communicate with your customers to achieve the desired results. Doing this not only delivers more relevant customer experiences, but delivers them efficiently at scale.

What's inside the Lytics "black box"?

For marketing departments, the stakes are high: one wrong message could mean customer churn. Understanding what's behind the science of Lytics can help you determine how to use our CDP for optimal campaign results. Lytics has four core features that allow you to start using data science right out of the box:

1. Behavioral scores
2. Content Affinity
3. Insights
4. Delivery Optimization





1

BEHAVIORAL SCORES

Lytics uses six different scores to identify unique behavioral attributes of your anonymous visitors or known customers including:

- » **Momentum:** Is a user's engagement with your brand increasing, decreasing, or leveling out?
- » **Intensity:** How deeply engaged is a user?
- » **Frequency:** How consistent is a user's engagement over time?
- » **Recency:** How recently has a user truly interacted—and not just accidentally clicked through to your site?
- » **Quantity:** How many times have they engaged?

» **Propensity:** Based on their engagement to date, how likely are they to come back and engage again?

Individuals will receive a score from 0–100 for each behavioral attribute—giving you powerful insights at the individual customer level to help you communicate more effectively. Scores are calculated relative to the engagement of other customers, with the exception of momentum and recency, which compares each user's engagement to their own past engagement. Behavioral scores are updated in real-time as customers engage with your brand.

2

CONTENT AFFINITY ENGINE

When it comes to developing and fostering customer relationships, relevancy of your message is everything. To do this effectively, you need to be able to match customers to the content that is most likely to engage them. With the Lytics Content Affinity Engine, we help you first understand your content, then identify how your content is related, and score a customer's engagement with your content over time. By using Natural Language Processing to ingest content topics and categorize your content into topic collections, you can deliver personalized experiences at scale.



3

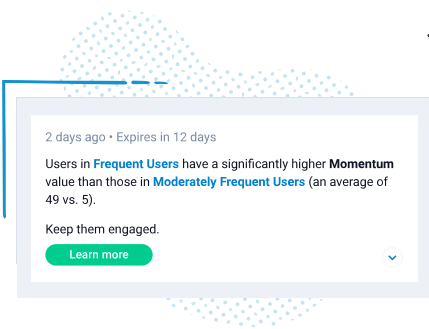
INSIGHTS

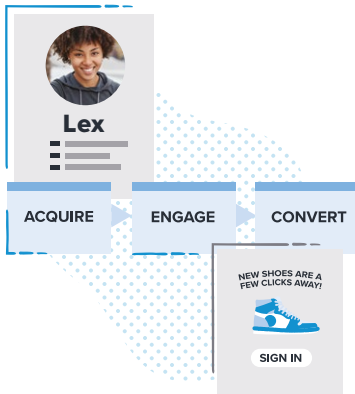
It's not enough to collect customer data. You need to apply it to your marketing campaigns and actions in order to effectively personalize customer experiences. With Lytics Insights, marketers can see audience dynamics and campaign performance and immediately activate those insights in real-time to improve engagement, drive conversions, and increase marketing ROI. Unlike data metrics that sit on a dashboard or live in a report, Lytics Insights are actionable facts focused on driving results. Each week, marketers receive new Insight Cards that present contextual insights with specific recommended actions. These include Compositional Insights to help you produce better segmentation by understanding the composition of your audiences, and Experience Insights revealing which campaigns and marketing tactics are working and which aren't.

Marketers can activate these insights to improve customer engagement and increase campaign effectiveness in a variety of ways:

- » Target users with low engagement using different tactics to re-engage them or remove them from campaigns to optimize marketing spend.
- » Personalize content for highly engaged users.
- » Create lookalike campaigns on Facebook or other ad platforms based on the most engaged customers.
- » Predict which users are most likely to convert using machine learning.

These kinds of insights can inform who to target with what content so you can stop wasting money on prospects who won't convert. And, they can give you larger insights to drive messaging, content creation, and overall branding efforts.





4

DELIVERY OPTIMIZATION (NEXT BEST EXPERIENCE)

Sophisticated marketing teams recognize that 1:1 personalization at scale requires automation to deliver the next best experience. Delivery Optimization is used within orchestrated customer journeys by choosing from a list of potential experiences that Lytics determines is best for an individual to move them along the journey to the next stage.

Lytics uses a combination of ML models to determine when a user should receive an experience and which experience is most likely to result in the desired conversion outcome.

When should a user receive a specific experience? Lytics creates a proprietary score that represents the gap between a user's last interaction and their next estimated interaction. The predictive ML model takes into account multiple variables on their engagement, including past

engagement patterns. By using these variables plus the attributes of users that look similar to them, Lytics can predict the optimal time to deliver a message and then execute it automatically.

Which experience is right for the user?

Lytics gives you full control over which collection of experiences you choose when using Delivery Optimization. Each collection of experiences aligns to a particular stage in the customer journey. Lytics then uses a combination of performance (reach, impressions, conversions) and experimentation to decide which experience is best for an individual. This approach allows for testing, while also leveraging experiences that are performing well across your audience segments. Once the decision is made for an individual user, their information is triggered by the activation tool—such as Facebook, SendGrid, Salesforce Marketing Cloud, Iterable, Mailchimp, and more—associated with the selected experience.

What makes Lytics different?

Lytics is uniquely focused on helping marketing teams bridge the gap from their customer data to better marketing decisions made at scale. Unlike other CDPs on the market that either bolt-on data science as an afterthought or it's only available for an additional cost, data science is core to the Lytics platform and has been a fundamental component of our solution from the start. Lytics empowers you with the data and insights you need to make informed marketing decisions that get results.

Ready to learn more? Visit [Lytics.com](https://lytics.com) for more resources or to start a conversation.

