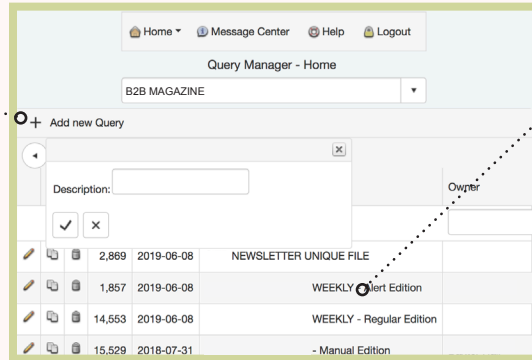


Precision Targeting

SEGMENT BUILDER

Easily add, edit, and delete targets

Within segment manager, you can add, delete, and edit new and existing segments. Start with the basics: build renewal and requalification segments for use in your brand-specific programs. Start here to add a new segment.



BEST PRACTICE

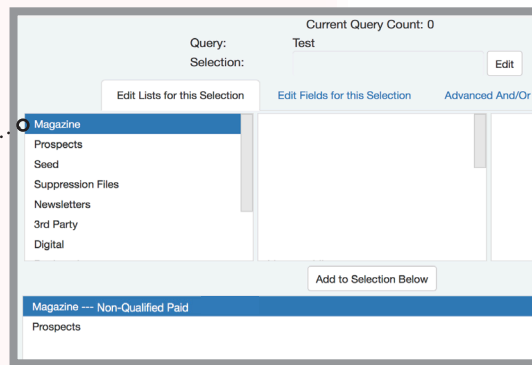
Naming conventions

Consider your naming conventions in advance of creating your first segment. Consistent and intuitive descriptions will ensure your criteria are easily understood across your team, and segments are never misinterpreted or mistakenly deployed.

SEGMENTATION

Predefined and custom selections

Define your targets using group, brand, and filtered lists. In addition, use the commonly used, predefined tags/lists, including paid, qualified, and many more. Preview your counts before finalizing your selection. Add additional suppressions and de-duping priorities!



AUDIENCE INSIGHTS

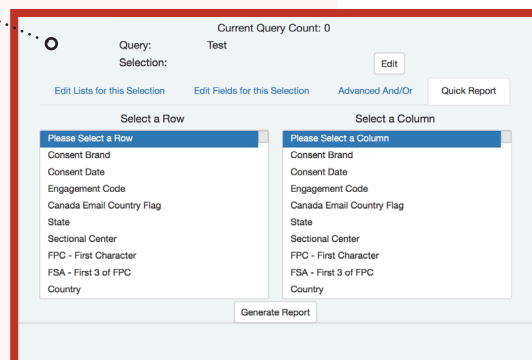
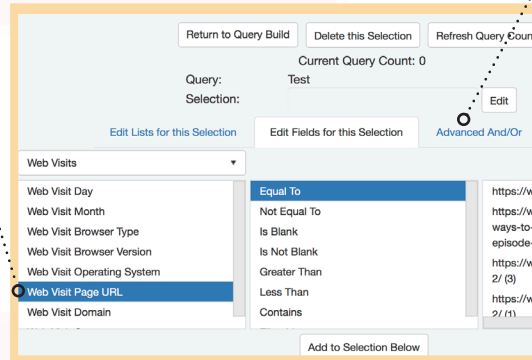
Identify opportunities and scale

The advanced segmentation tools make it easy to identify data gaps for contacts sharing common identifiers. Use this function to discover look-alike audiences and cross-promotion opportunities.

MEASURE IMPACT

Flexible reporting and testing made easy

Testing is key to understanding the impact of changes on your email program. Ensure valid test results using the Nth panel builder. Simply enter the sample size and number of total panels required. Each panel is individually tagged and tracked for accurate analysis.



NURTURING PROGRAMS

Dynamic selections for automation

Leverage the power of dynamic selections in your nurturing email programs. Start with an email requalification or renewal program. Set these recurring programs to run automatically, freeing you and your team to focus on other opportunities.



Ready for a demo? Call 978-671-0440.