LISTRAK EXCHANGE

Social Acquisition, Engagement & Conversions

How 360˚ Customer Data Increases
Ad Relevancy, Decreases Ad Spend

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About the Author

Megan Ouellet is Listrak's Director of Product Marketing. With over a decade in the email marketing industry and a background in retail and technical marketing, Megan works closely with Listrak's engineers, strategists and account managers to share the latest trends and best practices.

About Listrak Exchange

Listrak Exchange is designed to acquire, engage and convert highly-targeted social audiences by connecting your customer database directly to your ad platforms in Facebook, Instagram, Google and Twitter, meaning your social and paid search ads can now be as targeted and effective as your email marketing messages.

This real-time, cross-channel sync ensures all audiences are easily accessible and up-to-date while giving you the ability to target or suppress different audiences, boosting ROAS. Best of all, because the data syncs automatically, marketers can save 20 hours or more each month because they no longer have to upload, download or manually manage files between the different networks. You can spend the time creating great ad campaigns rather than mining and managing data.

Listrak lets you track anonymous users and unify customer data across multiple devices, channels and touchpoints. And because Listrak Exchange syncs this data in real-time across social networks and platforms, you can reach your target audience where, how and when they are ready to interact – in their favorite social networks and on their preferred mobile devices. Considering that over 80% of Facebook users login via mobile devices and 56.5% ONLY login via mobile[i] and nearly 60% of all Google searches come from mobile devices[ii], this cross-channel, cross-device data is a powerful tool when it comes to engaging customers in personal and contextually-relevant messages.

AUTOMATIC DATA SYNC ELIMINATES NEED TO MANUALLY MANAGE FILES BETWEEN NETWORKS, SAVING 20 HOURS OR MORE EACH MONTH.

■ Unified 360° Profile

Listrak Exchange lets you understand and speak to your customers as individuals through this single unified 360° profile. Listrak continuously collects data and signals from all sources, channels and devices including anonymous identifiers. This data is synthesized to create a complete, living unified 360° profile that is essential to powering your marketing decisions and orchestration.

Social and paid search ads expand your reach past the inbox, allowing you to target and message site visitors and purchasers who haven't subscribed to your email list or SMS campaigns. A simple cookie helps identify those visitors making this possible. Listrak Exchange takes it much further. It allows you to use all your segmentation data available in Listrak – including Smart Audiences, Contact Behavior and Saved Segments – to reach these same audiences in social and paid search. For example, you can target customers who spent over $100 in the last 90 days in a specific product category.

LISTRAK EXCHANGE ALLOWS YOUR SOCIAL AND PAID SEARCH ADS TO BE AS TARGETED AND EFFECTIVE AS YOUR EMAIL MARKETING MESSAGES.

Contact Behavior	▼
Purchase History	▼
Contact Has Purchased	▼

Contact Has Purchased	▲
Contact Has Not Purchased	
Number of Orders	
First Order Date	
Last Order Date	
Order Total	
Average Order Total (AOV)	
Sum of All Order Totals	
Largest Order Total	
Smallest Order Total	

	AUDIENCE NAME
⊖	TYPE: SMART AUDIENCES
	Customers – Recent
	Customers – Active
	Customers – Lapsing
	Customers – Winback Best
	Customers – One–Time
	Customers – Two–Time
	Customers with Growth Potential – Recent
	Customers with Growth Potential – Active
	Customers with Growth Potential – Lapsing
	Customers with Growth Potential – Winback Best
	Non–Customers – Recent
	Non–Customers – Active

◼ Automate and Orchestrate Cross-Channel Campaigns

Listrak Exchange lets marketers define data-driven, intelligent journeys that automate the engagement of customers in the right channel based on their unified 360˚ profile. You can integrate social targeting into triggered campaigns and orchestrate audiences based on customer response and behavior tracking; and use real-time, orchestrated audience segmentation to optimize spend, drive increased engagement and influence the path to purchase across channels and devices, maximizing lifetime value.

You can also trigger welcome emails immediately when audience members interact with your Lead Ads. You no longer have to wait until the new subscribers are manually downloaded from Facebook and then manually imported into an email program, which can be hours, days or even weeks later.

Style
Sponsored

Shop Now

Style Comfy Knit Cardigan
Don't miss your chance to save on our newest collection!

Facebook Lead Ad | Goto 'Existing Subscriber' | Goto 'Received Welcome' | Set "In-Welcome-Date" | Set "Welcome-Coupon" | Lead Ad Message 1 | Wait for 1 Day | Lead Ad Message 2 | Wait for 3 Days | Lead Ad Message 3 | Engagement Check | Received Welcome | Terminate
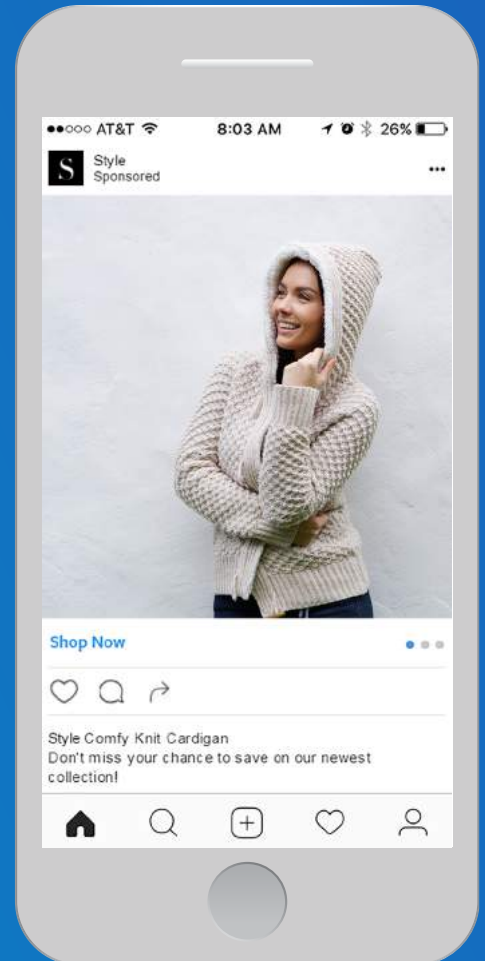
Intelligent Social Lead Acquisition

Lead Ads are an email acquisition tactic deployed through Facebook and Instagram to targeted audiences defined within a Facebook Ads Manager. These ad types provide a simple, frictionless solution to capture new email leads. Lead Ads allow consumers to more easily connect with retailers and brands in their preferred channel.

THE AVERAGE CONSUMER SPENDS 50 MINUTES PER DAY ON FACEBOOK, INSTAGRAM AND MESSENGER[iii]– GIVING YOU A SUBSTANTIAL OPPORTUNITY TO REACH, ENGAGE AND ACQUIRE THEM.

Lead Ads provide a unique opportunity to capture an email address without interrupting current activity as it simply takes two clicks to subscribe. Just click the subscribe button, verify your information and click submit.
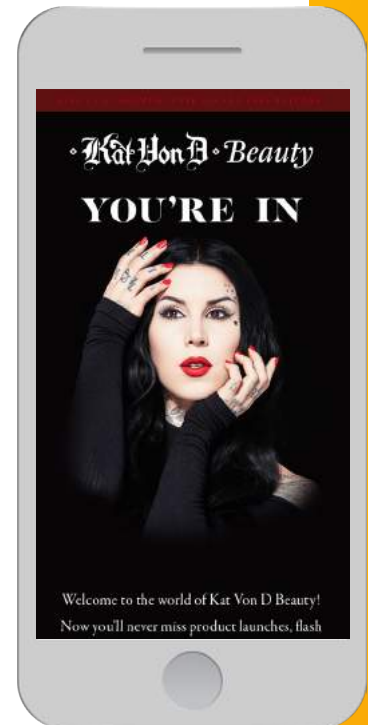
Capture subscriber's information in Facebook or Instagram in just two clicks

Sync to Listrak in real-time to immediately send first welcome message and ongoing emails

$.66

**Cost per
Email Acquisition**

5.5%

**6-month List
Growth Rate**

14x

**ROAS from Lead
Ad Subscribers**

25%

**% of Total New
Subscribers from Lead Ads**

You can spend your ad dollars more effectively by linking your customer database directly to social ad platforms to efficiently target site visitors who don't subscribe, while excluding those already on your marketing list. Lead Ad Automation syncs Facebook and Instagram subscribers to Listrak in real-time and provides detailed subscriber reporting. Extend the return on those new subscribers by including them in your Welcome Series and nurturing campaigns to maximize engagement and sales - automatically.
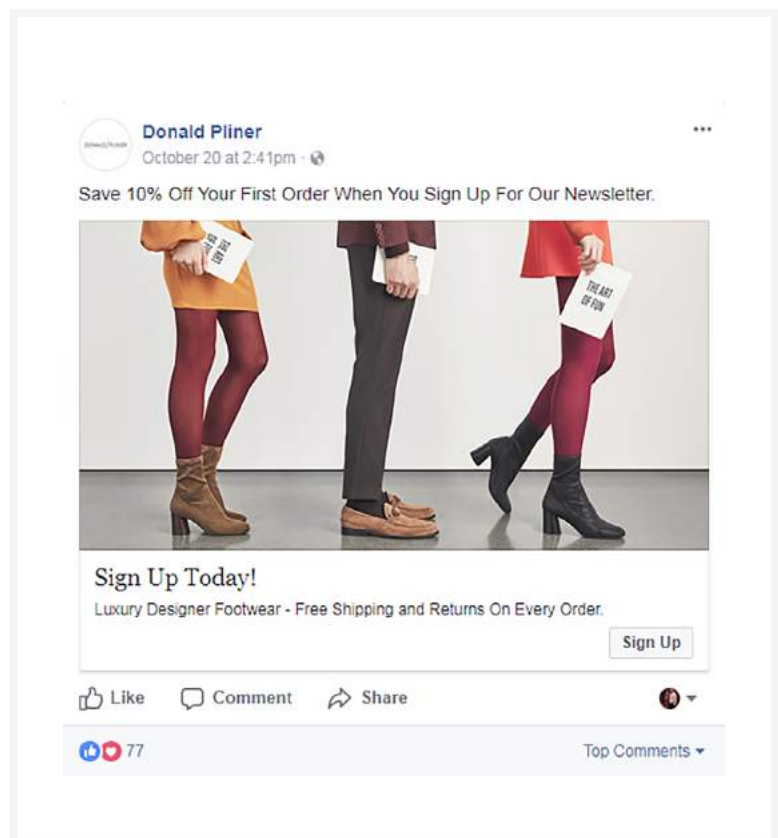
**DOWNLOAD OUR LEAD ADS
PLAYBOOK FOR MORE INFORMATION**

Smart Social
Campaign Audiences

Unleash the power of your 360˚ customer segmentation data within Listrak to drive paid search and social audience strategies. Target lookalike audiences to increase brand awareness and drive acquisitions and conversions. Optimize ad spend based on the potential value of each product. Streamline campaign creation time by connecting your real-time customer data directly to ad platforms, including Facebook, Instagram, Google and Twitter.

Facebook and Instagram Custom Audiences

Custom Audiences are target audiences of people you already know created from information you provide or from information generated on Facebook's products. Traditional Custom Audiences are created from customer files, the Facebook pixel, the zzFacebook SDK or engagement on Facebook. With Listrak Exchange, your subscriber list and audience segment data files are automatically imported, allowing you to get even more targeted and relevant.

A subset of Custom Audiences is Lookalike Audiences. A Lookalike Audience is a target audience you create from a source, such as your high AOV customers, recent purchasers or other attributes pulled from your Listrak subscriber list or audience segment data. It finds other people on Facebook who are the most similar to the people in the source, serving your ads to a completely new audience.

With Listrak Exchange, you can include or exclude people in a Custom or Lookalike Audience from your target audience, optimizing your ad spend.

94%
Audience Match

13.5x
**Lookalike Audience Reach
Larger than subscriber list**

Facebook & Instagram Custom Audiences

|	AUDIENCE NAME	TYPE	MATCH	SIZE
***	Master List - Active Subscribers- 180 Days - Lookalike	Lookalike	N/A	2,069,
***	Master List - All Stores	Listrak Subscribers	91%	231,90
***	Master List - New Multi-Buyers	Listrak Subscribers	82%	2,800,
***	Master List - Non-PurchasersSinceDec2015	Listrak Subscribers	84%	627,00
***	Master List - Purchasers In Last 3 Months	Listrak Subscribers	86%	49,60
***	Master List - Purchasers Last 3-6 Months	Listrak Subscribers	85%	40,00
***	Master List - Purchasers Last 6-9 Months	Listrak Subscribers	86%	32,40
***	Master List - Purchasers Last 9-12 Months	Listrak Subscribers	88%	31,700
***	Master List - PurchasersSinceDecember2015	Listrak Subscribers	83%	216,20
***	Master List - Subscribers - Active	Listrak Subscribers	90%	310,20
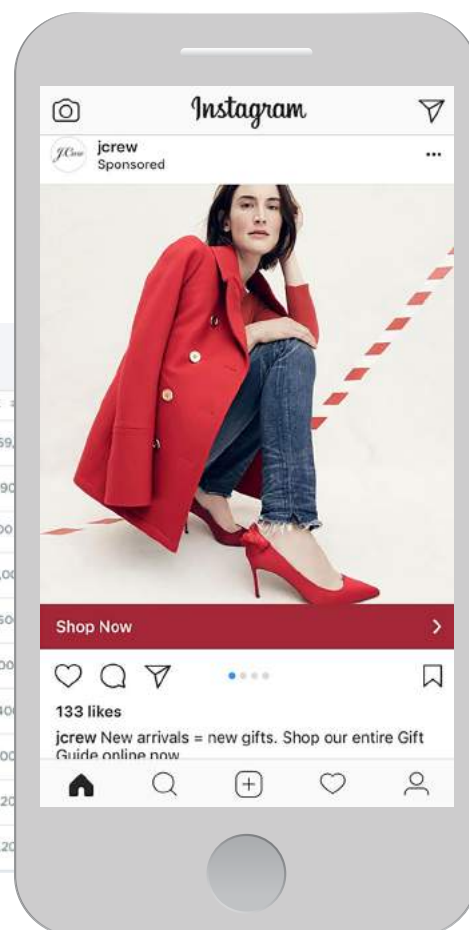
Google Search Advertising

Google is by far the most popular search engine, owning 80.6% of the market[iv]. And with 40,000+ search queries occurring every second[v] on Google coupled with the enormous complexities of SEO and natural search rankings, it is imperative for brands to advertise on Google. Searching for specific keywords shows a lot of intent, and when your ad shows up at the top of the search results, you are engaging an in-market customer in a relevant and timely fashion.

Adwords operates on an auction-like system, where businesses bid to appear on certain Search Engine Results Pages (SERPs). When and where your ads appear, as well as how much you pay per click, is determined by the amount you bid on keywords as well as your Quality Score.
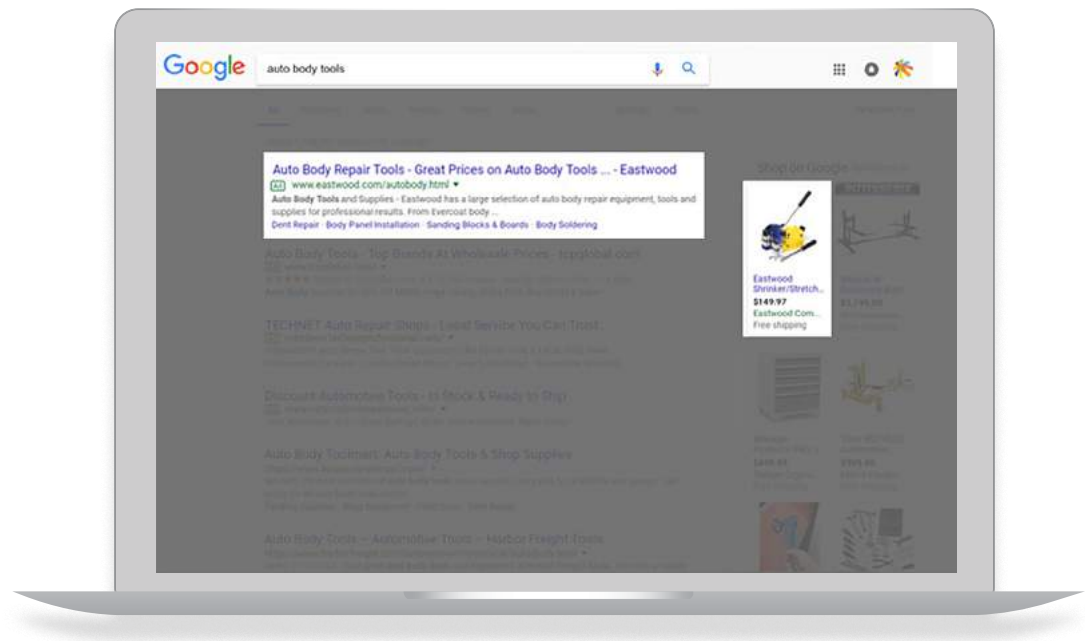
Listrak Exchange lets you determine ad spend based on your customer data. For example, branded keywords can be shown only to non-customers while more competitive bids on higher priced keywords can be shown to a targeted group of high AOV customers that haven't purchased lately.

Google Customer Match Audiences

	AUDIENCE NAME ⇅	TYPE ⇅	MATCH ⇅	SIZE ⇅
•••	Master List - Complete List	Listrak Subscribers	65%	1,300,000
•••	Master List - Exchange - Signed Up in Last 30 Days, No Purchase	Listrak Subscribers	65%	14,000
•••	Master List - Gmail - Lapsed Customer Sitewide Promos	Listrak Subscribers	65%	31,000
•••	Master List - Gmail - Lapsed Customers General Campaign	Listrak Subscribers	65%	120,000
•••	Master List - Gmail - Last Order Between 180-30 Days Ago	Listrak Subscribers	66%	110,000
•••	Master List - Gmail - Upsell Prints to Books	Listrak Subscribers	67%	240,000
•••	Master List - In Welcome Series	Listrak Subscribers	61%	9,400

Gmail Ads

Gmail ads are interactive ads at the top of the inbox. Shown first in its collapsed form, similar to a subject line and pre-header, interested consumers can click to expand the ads. The ads open like an email and can include links, images, video or embedded forms – and, when opened on mobile, can also include a link to call or go to an app marketplace.

> **Ads can be shown to target audience members who haven't subscribed to your list as a way to expand your reach, or you can target high AOV customers, lapsing customers or other segments of your Listrak customer data as a way to increase views and engagement.**

You can also target by keywords, affinity audiences, in-market audiences, demographics, site visitors or any of Google's other display targeting options.
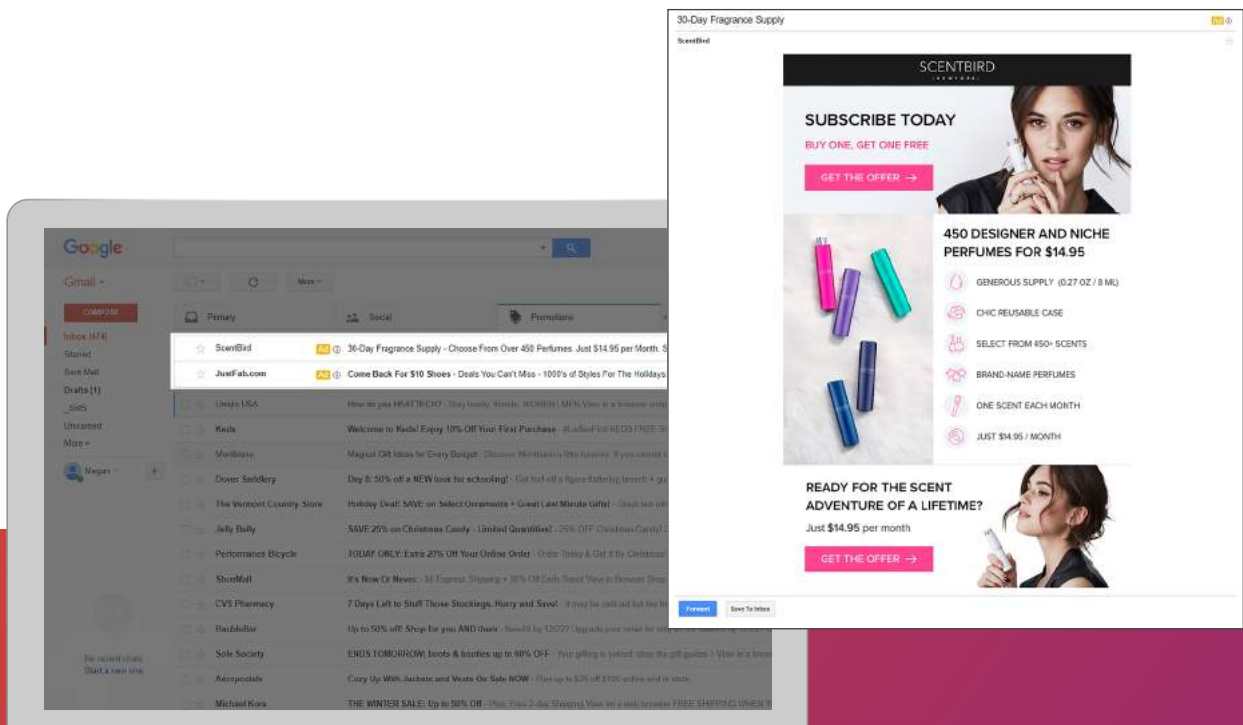
■ YouTube Pre-Roll

With more than 3 billion searches per month, YouTube is the second largest search engine behind Google. The rising popularity of video content has people turning to YouTube more than Bing, Yahoo, AOL and Ask.com combined – and it's even ahead of Google on desktop search volume.

There is more to SEO than just Google SERP pages; and for businesses that are capitalizing on the video marketing trend, YouTube has become a valuable traffic source. 1.3 billion people watch over 5 billion YouTube videos per day, and the pre-roll advertising options gives you the ability to target the right consumers through engaging video content.

YouTube Pre-Roll videos are short commercials that play for five seconds before the viewer has the option of skipping the ad and watching the video. The ads are great for driving awareness and engaging consumers at the top of the funnel.[vi]

Like Google, there are a number of targeting options, including geography, demographics, keywords, site visitors and interests. **Listrak Exchange lets you get even more targeted, serving your videos to your audience members who are most likely to convert, driving engagement and revenue.**
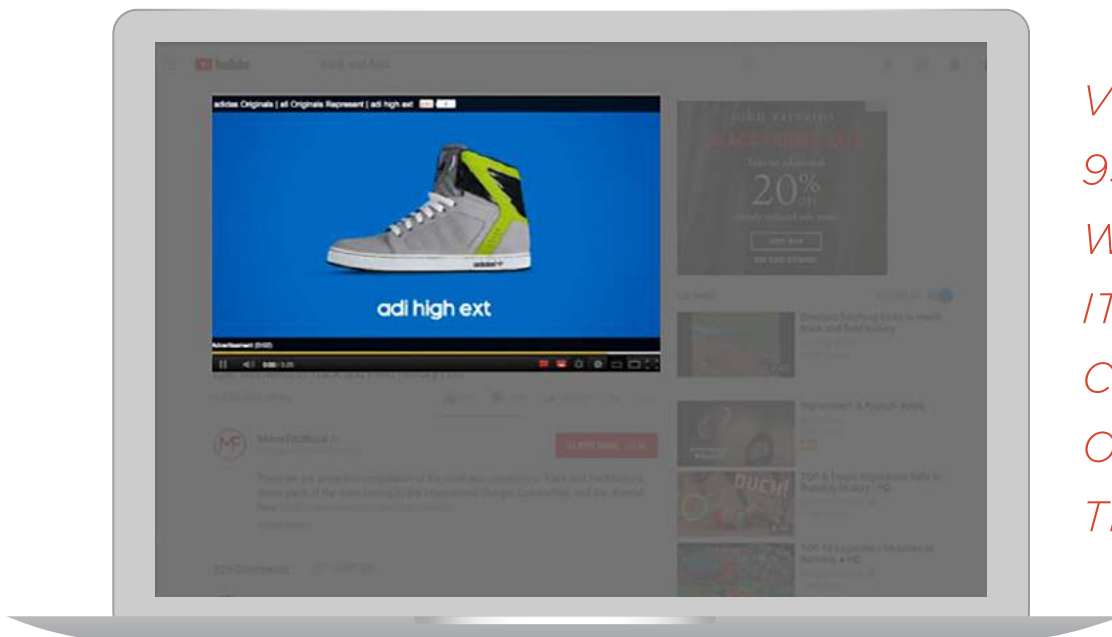
VIEWERS MAINTAIN 95% OF A MESSAGE WHEN THEY WATCH IT IN A VIDEO, COMPARED TO 10% OF A MESSAGE THEY READ.

1.2 million	121,000	7,300	$0.12
Impressions	**Views**	**Clicks**	**Cost per view**

■ Twitter

Twitter ad engagement increased 91% last year[vii] and with 100 million active users every day, Twitter has become a great way to reach and engage customers.

Twitter lets you target site visitors or specific audience segments. And the fact that your Listrak smart audience segments can be synced automatically means your ads will be hyper-targeted and effective.

Benefits of Listrak Exchange

Intelligent Social Lead Acquisition

- Expand your reach and acquire your target audience on Facebook and Instagram

- Automatically manage ever-changing audience segments across multiple ad platforms through real-time data sync

- Spend ad dollars more effectively by controlling which social audiences to target or suppress

- Extend the return on new subscribers by immediately and automatically sending first Welcome Message and ongoing nurturing campaigns

Smart Social Campaign Audiences

- Increase brand awareness, drive acquisition and conversion through targeted Lookalike Smart Audiences

- Unleash the power of your 360˚ customer segmentation data with Listrak to drive paid search and social audience strategies

- Automate audience management, eliminating manual process of uploading lists across multiple platforms – saving an average of 20 hours per month

- Optimize ad spend based on the potential value of each product

Fueled by AI, machine learning and predictive analytics, Listrak helps unlock the power of customer data to create personalized, 1:1 interactions.

Sources

[i] DMR "70 Amazing Facebook Mobile Stats"

[ii] Search Engine Land "Google Monthly Search Volume Dwarfs Rivals Because of Mobile Advantage"

[iii] TechCrunch "Users average 50 minutes per day on Facebook, Messenger and Instagram"

[iv] Net Market Share "Search Engine Market Share"

[v] Internet Live Stats

[vi] Jay Baer "Convince and Convert"

[vii] Omnicore "Twitter by the Numbers"