



Audience Analytics

Our platform automatically measures all customer journeys, across online and physical stores. You get RFM (Recency, Frequency, Monetization) analytics, geo, tech and behavioral segmentation right out of the box.

See your customer LTV and audience path to purchase, and integrate any custom segment into your media platforms directly for targeting, exclusion, or testing.



Why choose Bonsai for Audience Analytics?

- **No Data Engineering Required**
Get audience analytics updated daily
- **Unlimited Scale**
Serves businesses with thousands, millions, or hundreds of millions of customers seamlessly
- **Business Impact Only**
See the LTV of your audiences based on business results
- **Any Segment, Any Integration**
Slice, save, integrate any custom audience into your marketing strategy through Bonsai's integrations



Use filters to **analyze any custom audience segment**, **see their journey**, and **quantify their value**.

Customers: 0-10 orders

0 10

Metros

Los Angeles CA x Chicago IL x

Sources

google x tiktok x klaviyo x

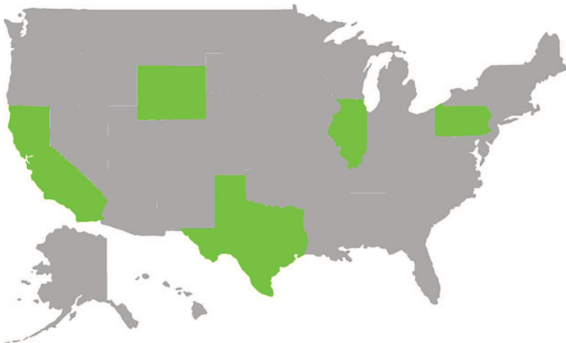
Mediums

organic x paid_social x

Campaigns

googlesearch-nonbrand-2024 x
klaviyo-campaign-2024 x
tiktok-traffic-2024 x

Select States



Save audience

Create **unlimited custom audiences** of all sizes. Save and name to store in your account.

Easy data export **in one click**

Customers
5,418

Users
17,608

Avg. LTV
\$9,717

Avg. interactions
3.93

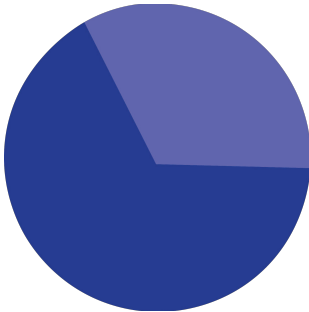
Avg. days to conversion
200.81

User Conversion Rate
30.8%

Export audience

Audience Journey

Average Interactions: 4



Customers Non-customers

Visibility into audience journey and impact. View in **Attribution Analysis** for a full breakdown.

User Conversion Rate
30.8%

Lifetime Value (LTV)
\$9,717

The Bonsai Difference

ALTERNATIVES

	Streamlined Custom Audience Interface	Fee by Audience Size & Number of Audiences	Unlimited Scale	Data Engineering Required
Bonsai				
SAAS Audience Analytics				
CRM-Integrated Analytics				