

# Audience Modeling Service Overview

**We Make Data Work™**

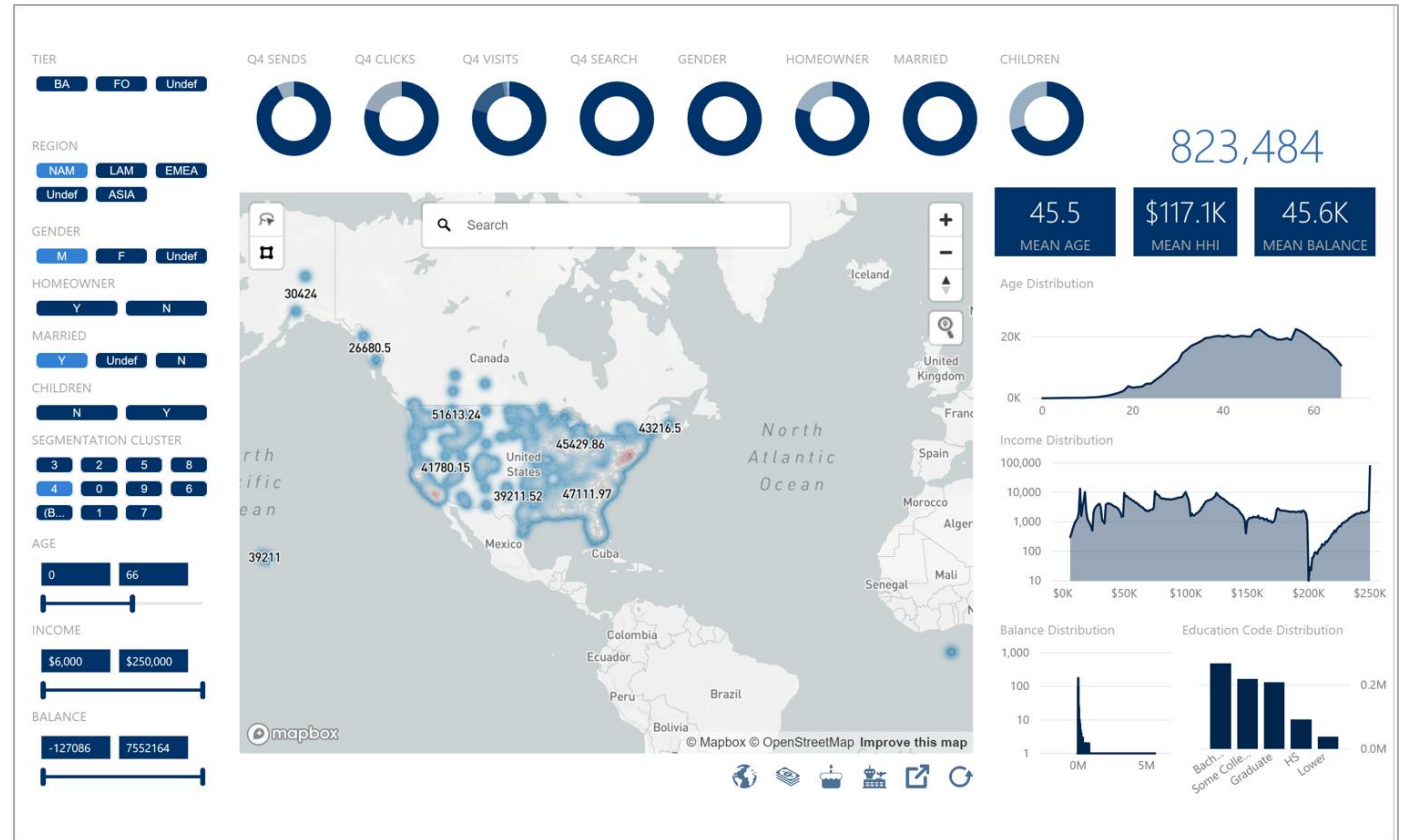


# Increase KPIs with Data-Driven Audience Strategy

Reaching the right audience is critical for effective marketing.

Our audience modeling process leverages your customer data to find the right audiences for the right campaigns.

Statistical testing has shown conversion and revenue lift for marketing campaigns targeted at data-driven audiences.



<i>Performance Lift</i>	<b>Audience 2</b>	<b>Audience 5</b>	<b>Overall</b>
<b>Revenue</b>	+1.35%	+2.84%	+1.64%
<b>Conversions</b>	+0.57%	+0.25%	+0.53%

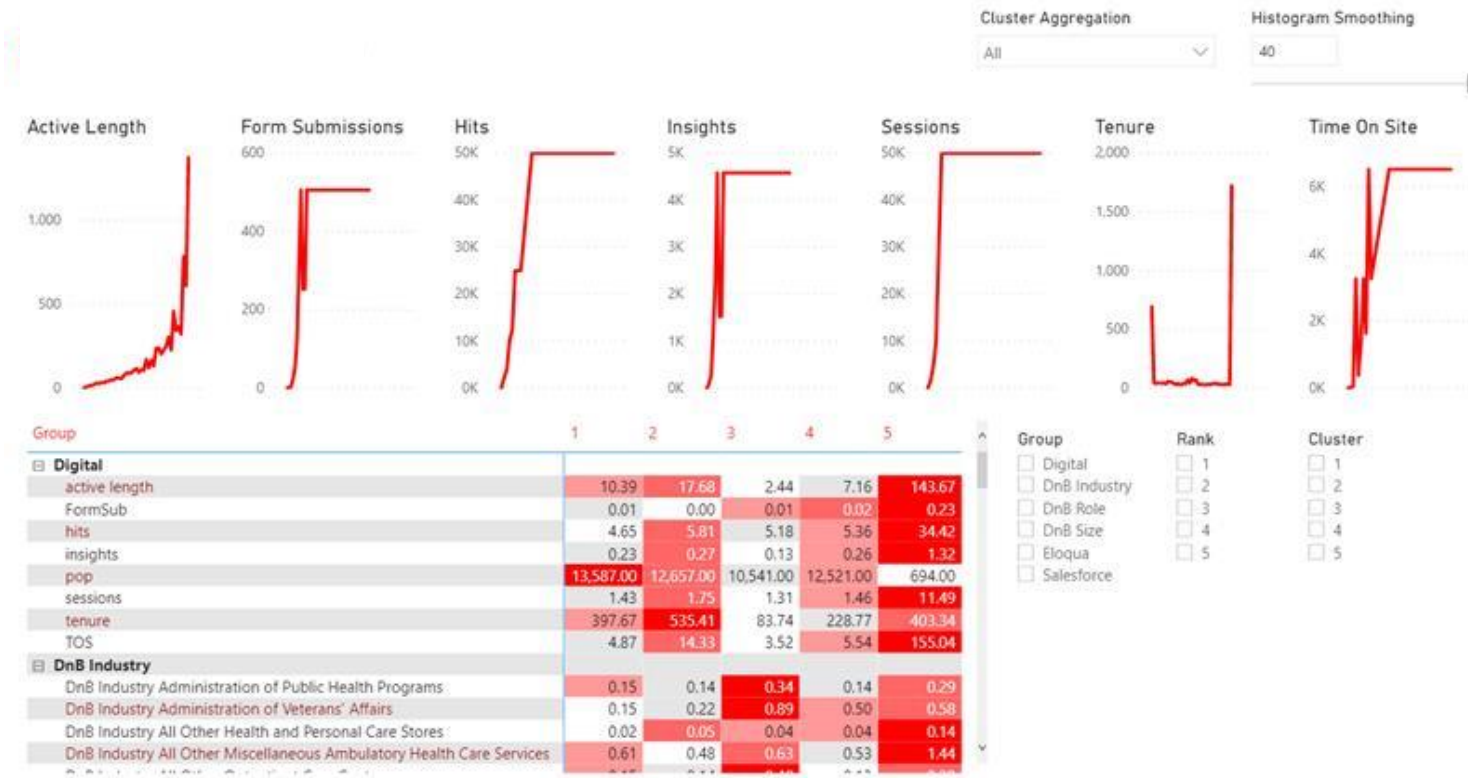
# Case Study: Health Information Systems

We have recently partnered with a client in the health information systems industry to find potential target audiences.

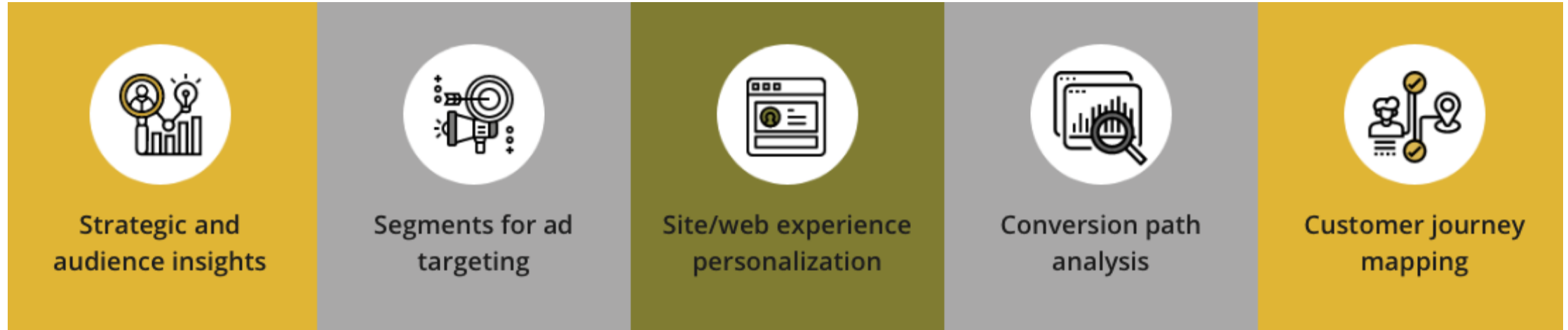
We identified **five** new audiences for our client to market to. **Three** of the audiences we identified present exceptional opportunities for hitting specific 2021 marketing goals:

- 1) Cross-selling established clients (and the influencers behind decision making)
- 2) Identifying small private offices and clinics for products not oriented towards larger hospitals

Specific goals require specific audiences. Automatically and quickly find the right audience profiles for your needs.



# Use Cases



Increase your marketing returns and efficiency while simultaneously getting deeper insights into your audience and customers.

## Audience modeling both strategic and tactical planning:

- **Strategy:** find the right audience for your messaging and understand your customer journey
- **Tactics:** learn how your different audience segments engage with your brand digitally to select the best medium(s) for engaging with them

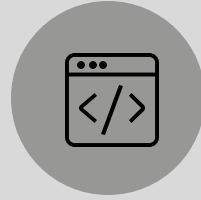
Knowing who to engage and how to engage them is a key component of a successful marketing campaign.

# Approach



## Discovery

- Identify Use Cases and Data Sources
- Workshop Planning
- Data QA



## Implement

- Aggregate Data from various sources (18 months worth)
- Apply Softcrylic's Persona ML framework to identify audience segments
- Run analysis of audience clusters to develop customer profiles



## Validate / Test

- Test activation of Audience clusters in targeted campaign
- Explore and potentially implement Softcrylic data anomaly detection
- Look at Phase 2 – Journey development and activation against audience clusters

Access to the Adobe Experience Platform (AEP) handles data collection, data analysis and audience activation in a fluid, transparent way.

We work with your team to understand your use cases – every organization has unique challenges and goals.

# Getting Started

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Please review the materials in the Audience Modeling Info Packet to see how the process and outcomes align with your goals.

If you are interested in empowering your digital marketing efforts with data-driven audiences, reach out to [info@softcrylic.com](mailto:info@softcrylic.com) or visit [www.softcrylic.com](http://www.softcrylic.com)

