



AUDIENCE SOLUTIONS

Deliver the right message to the right consumers, everywhere they go

Consumers are demanding a much more relevant shopping experience, with 71% saying they prefer ads that are tailored to their personalized interests and shopping habits.¹ Thanks to the wide availability of consumer data, we're now closer than ever to delivering true one to one advertising. In the past, brands relied on volume and frequency of touchpoints to drive awareness and interest, but with these new customer insights, we can now focus on the accuracy and timing of each message. This approach allows us to deliver a seamless shopping experience for the customer and grow revenue efficiently.



\$75,000/yr INCOME	\$100 - \$150 AOV
24-34 yrs old AGE	Female GENDER
Apparel PURCHASES	Social User CHANNEL
College Graduate EDUCATION	Chicago, IL LIVES
No children FAMILY	Smartphone User TECHNOLOGY

Today, 80% of data collected by organizations that could be turned into valuable consumer insights is left unstructured and unused.² Adlucent has the expertise to transform this data into actionable intelligence.



Adlucent starts by merging customer, transactional, historical, and 3rd party data sources to stitch together a comprehensive database for your brand. We then use data science to create sophisticated audience clusters that are unique to your business needs. With this information, we can determine which message, offer and channel should be

selected for each group, resulting in higher performance at a lower overall cost. Brands also receive segmented customer data lists to help make more informed decisions regarding digital media buys, website personalization, to whom to send catalogs, how to direct consumers to local storefronts, and more.

¹Adlucent data; ²IBM data



With this data, we can:



Reactivate previous customers



Target consumers near your competitor's stores



Turn one time purchasers into loyal customers with select messages and offers



Understand the right media mix to offer each customer, eliminating wasted ad spend



Understand which products to upsell and cross sell to your existing customers



Ensure that loyalty or rewards club members receive member specific offers



Assign value to customers and invest in them appropriately



Re-engage email unsubscribers through ads on different channels



Predict what products a customer will purchase next



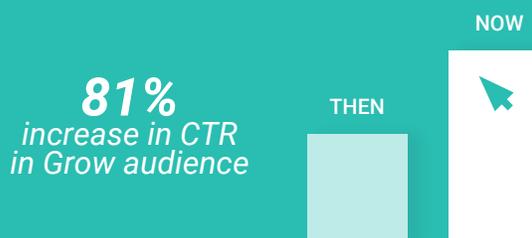
Provide custom messages based on big lifetime moments such as birthdays, anniversaries, and more



Understand when a person is likely to buy to increase the likelihood they will see your ad

CASE STUDY: FOLICA

Folica's goal was to reactivate dormant customers who had not made a purchase or engaged with their brand in some time.



Adlucent's data science team analyzed their customer's transaction history and created four clusters based off the findings— Reactivate, Grow, Convert, and Retain. By treating these audience lists differently in paid search, we were able to improve results on the dormant customer groups.