The Ultimate AudienceMaker Use Case Lookbook

11 Practical Ways to Put Data to Work with Speedeon's Customer Intelligence Platform

AudienceMaker
powered by Speedeon

Speedeon works with some of the most successful brands to launch data-driven marketing strategies. And our AudienceMaker tool puts the power of this data in your hands. But it's not just "another platform". In this lookbook we give you real ideas from real brands on how you can get started unlocking insights and using predictive analytics to launch powerful, data-driven campaigns across channels.

WHAT'S INSIDE THIS LOOKBOOK:

The following pages give you 11 fresh thought-starters for how a customer intelligence platform like AudienceMaker can deliver:

➜ **Instant Insights**
➜ **Data Access**
➜ **Predictive Modeling**

AudienceMaker
powered by Speedeon

"Instant Customer Intelligence"

PERFECT FOR: Lean teams with limited analytics resources, Companies with multiple brands under one umbrella

USE CASE IN ACTION: Want to know more about your customers in moments? One company used AudienceMaker to understand customers across their brand portfolio & accelerate analytics requests that previously took 4+ weeks. With AudienceMaker, they connected and enriched customer data to better understand things like lifetime value (LTV) and purchases across product categories.

RESULTS TO LOOK FOR:
- Decrease insight wait times by 100%
- Cohesive customer view
- Insights into behaviors & interests across product purchase categories and customer types

Speedeon®

"Sophisticated Segmentation"

PERFECT FOR: Companies with large volumes of first-party data, expanding product portfolios

USE CASE IN ACTION: Ready to broaden your view of current customers? An apparel brand turned to AudienceMaker to better understand which customers were avid skiers and would likely have an interest in the brand's new ski wear assortment launch. Quick access to rich third-party data allowed them to segment these winter-sports ready loyal shoppers.

RESULTS TO LOOK FOR:
- Boosted upsell conversion rates
- More successful product launches
- Improved margins by reducing unnecessary discounts

Speedeon®

"Optimized Pricing & Plans"

PERFECT FOR: Organizations with subscriptions or membership offers

USE CASE IN ACTION: Looking to move customers from one-time users to annual members or ongoing subscribers? One world-renowned zoo worked with Speedeon to better understand the makeup of daily visitors vs annual passholders. These insights were used to streamline membership tiers and more effectively upsell visitors at the point of purchase with special offers.

RESULTS TO LOOK FOR:
- Higher margins
- Reduced buyer fatigue
- Increase conversions from trials to recurring revenue

Speedeon®

"Direct-Mail Ready Audiences"

PERFECT FOR: Direct marketers, Teams looking to leverage a neutral data-provider

USE CASE IN ACTION: AudienceMaker freed a national brand from a restrictive "all-in" direct mail solution. With AudienceMaker, they built best-in-class audiences and still selected any printer they preferred. The result? An impressive annual savings of over $750,000 in otherwise tangled web of fees. With access to a national database, teams can build tailor-made audiences at ease.

RESULTS TO LOOK FOR:
- Flexibility in choosing a mailing partner
- Increased deliverability
- Higher overall campaign ROAS with data updated daily

Speedeon®

"Turn Lists into Leads"

PERFECT FOR: Data-driven marketers, Brands who want to tap into timely life events

USE CASE IN ACTION: Fresh data is the lifeline for marketers to launch efficient campaigns. Imagine you're an insurance brand; you know that newlyweds are a key segment ripe for new life insurance policies. Inside AudienceMaker, users can tap into 1,000+ data points, including Speedeon's life events data to curate the perfectly-timed target audience.

RESULTS TO LOOK FOR:
- Audience creation in minutes
- Easy access to life events updated daily
- Ability to also unlock audience based on their online intent signals

Speedeon®

"Audiences to Fuel Your CDP"

PERFECT FOR: Teams investing in CDPs, Marketers specializing in personalization & dynamic creative optimization (DCO)

USE CASE IN ACTION: One AudienceMaker client utilizes the platform to enrich their first party data with key Speedeon data points. For example, demographics, psychographics, interests and even life events are all available for selection. Enriched audiences are then integrated into the brand's CDP for segmentation and intelligent, cross-channel customer journeys.

RESULTS TO LOOK FOR:
- More relevant creatives and offers
- Higher engagement & lower bounce rates
- New segmentation and optimization opportunities through a CDP

Speedeon®

"Smarter Email Segmentation"

PERFECT FOR: Email marketers, Brands facing email subscriber churn

USE CASE IN ACTION: Emailing everyone the same message daily? Enrich customer segments with Speedeon data points like interests & hobbies. Sync this audience data with your ESP and deliver personalized content and offers to each segment. For example, a retailer could now show football fans tailgating style ideas.

RESULTS TO LOOK FOR:
- Improved open rates
- Reduced churn rates
- Growth in click through rates
- Cost savings with smaller audiences

Speedeon®

"Easy Modeling for Acquisition"

PERFECT FOR: Direct-mail marketers focused on driving local traffic or new location openings

USE CASE IN ACTION: Blanketing everyone within a certain radius of your stores with the same mail piece? Effortlessly build a lookalike model of your best customers and select only those top deciles who **also** live within a certain radius of your location. Even layer on specific data points - like estimated vehicle mileage - like one auto service provider did for further segmentation.

RESULTS TO LOOK FOR:
- Reduced mail waste
- Boost in overall direct marketing ROI
- Increased conversion rates

Speedeon®

"Retain Your Key Customers"

PERFECT FOR: Marketers without a data science team, Brands focused on driving loyalty

USE CASE IN ACTION: Why not take your current loyalty members across tiers (ex: Bronze, Silver, Gold), create a predictive model to score your new customers? For example, a travel brand could use these models to rank which hotel visitors are likely to evolve into a certain member type. This opens the gateway to specific, curated customer journeys and offers across all channels.

RESULTS TO LOOK FOR:
- Quick, accurate model scores
- Loyalty program growth
- Improved cross-sell & upsell strategies

Speedeon®

"Put Your Customers on the Map"

PERFECT FOR: Companies focused on in-store sales, Driving traffic to particular locations

USE CASE IN ACTION: For a leading CPG company soon to debut on the selves of retailers like Trader Joe's and Target, AudienceMaker helped build a precise look-alike model. The platforms mapping capabilities helped seamlessly identify those prospects near store location. The brand's agency then targeted these promising prospects across digital and social channels.

RESULTS TO LOOK FOR:
- Effective digital CPMs
- High onboarding match rates
- Successful product launches
- Better brand awareness

Speedeon®

"Lookalike Audiences Go Digital"

PERFECT FOR: D2C brands, Digital teams focused on growth and new customer acquisition

USE CASE IN ACTION: Are you a brand who has relied on spreading brand awareness across digital and social channels? But iOS tracking & Google audience changes have disrupted marketing as usual. Build custom look-alike audiences in a few clicks inside AudienceMaker. Export & onboard these audiences to your digital destinations for hyper-targeted, measurable 1-to-1 campaigns.

RESULTS TO LOOK FOR:
- Custom audience targeting for key platforms like Google and Facebook
- Flexibility to choose your onboarding partner
- More efficient media buys
- Lower CPAs

Speedeon®

Ready to learn more?

Connect with us at
sales@speedeondata.com
to schedule your personalized AudienceMaker demo.

Can't wait?
Check out our 2 min
demo video here. →