

# Listrak Exchange

Automatically bridge consumer data between email, social, and paid search

Listrak Exchange allows you to connect your customer database directly to your ad platforms, including Facebook, Instagram, Google and Twitter. This near real-time sync ensures all audiences are easily accessible and up-to-date while giving you the ability to target or suppress different audiences.

## Social Lead Ad Acquisition

- Spend ad dollars wisely and boost ROAS by automatically excluding current subscribers from you Lead Ad campaigns
- Extend the return on new subscribers by immediately and automatically sending the first Welcome Message and triggering ongoing nurture campaigns

New subscribers from lead ads drive **14x ROAS** within the first 30 days

Average Cost Per Subscriber

Less Than

**\$1.00**

Average Time Savings Per Month

**20**

Hours

Average Time To Purchase For New Lead Ad Subscribers

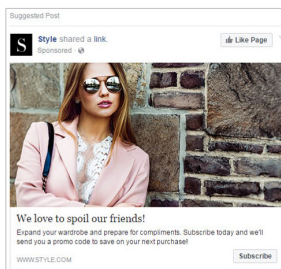
**25**

Days

## Lead Ad Process

Step

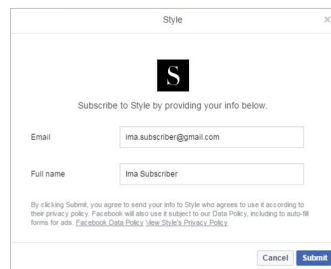
1



Lead Ad

Step

2



Acquisition

Step

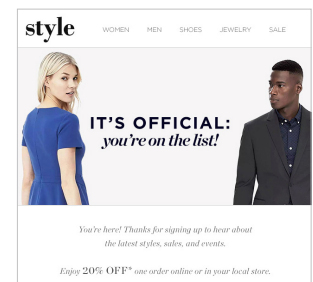
3



Listrak Platform

Step

4



Welcome Email

# Social Engagement Driven Through 360° Customer Segmentation Data

## Sync Smart Social Campaign Audiences

- Unleash the power of your 360° customer data within Listrak to drive paid search and social audience strategies
- Automatically create and update your target audiences across multiple ad networks
- Target Lookalike Audiences to increase brand awareness, drive acquisition, and increase conversions
- Show branded keywords only to non-customers while bidding on more competitive keywords to target high AOV customers that haven't purchased recently

Facebook Connected Audiences				
AUDIENCE NAME	TYPE	MATCH	SIZE	LAST SYNC DATE
<b>BEST CUSTOMERS</b>	Listrak Subscribers	86%	50	1/10/2017, 6:19:27 PM

“Listrak Exchange allows us to serve relevant ads that correspond with our email campaigns and promotional schedule to the right segments of our audience, even if they haven't signed up for an account or purchased. Not only has it improved our targeting, but it has helped reduce our ad spend in several key areas.”

**Paul Rotter**, *Mpix*

## Automate and Orchestrate Cross-Channel Campaigns

- Define data-driven, intelligent journeys that automate the engagement of customers in the right channel, based on their 360° profile
- Integrate social targeting into triggered campaigns and orchestrate audiences based on customer response and behavior tracking
- Use near real-time, orchestrated audience segmentation to optimize spend, drive increased engagement, and influence the path to purchase across channels and devices, maximizing lifetime value

