

Acquia Lift

Acquia Lift tracks the behavior of anonymous and identified customers throughout their buying journey—from first point of interaction as an anonymous visitor through to becoming a repeat, loyal customer. Lift creates a unified customer profile for each individual based on their cross-channel historical and real-time behavior. Using these profiles, Lift adaptively segments customers in real-time—allowing marketers to deliver personalized experiences across all touchpoints.

In delivering relevant content and offers customized to customers' specific interests and past behavior, Lift increases brand engagement and customer conversion. It shortens sales cycles by engaging prospects with sales teams faster. Ultimately, Lift helps to increase customer satisfaction, brand loyalty, and the lifetime value value of the customer.

Unified Customer Profile

One of marketing's biggest challenges today is fragmentation of data across marketing technologies and organizational structures. When data is fragmented, the company as a whole becomes less effective at communicating. However, that problem is solved when customer data is collected from all available sources and stored in a central location that allows it to not only be viewed but also shared within your organization.

Acquia Lift's unified customer profile collects and centralizes situational (date/time, device, location), behavioral (past visits, past engagement, top interests), and profile (on site, social, CRM) data about visitors from not just your website but all of your existing marketing technologies and channels—including email marketing platforms, marketing automation tools, mobile apps, social platforms, call center transactions, and third-party and offline data sources. The unified customer profile is flexible and extensible in that it can be configured to track the specific attributes and behaviors that are relevant to your business. Lift progressively builds upon this rich profile in real-time with every customer action—click of a page, response to a poll, comment on a blog, like of a post, etc. The unified customer profile breaks down organizational data silos, improves reporting, and generates better insights to be used in other marketing initiatives.

Essentials:

- Unified customer profile for anonymous and identified customers
- Real-time adaptive segmentation
- Real-time testing and targeting

Benefits:

- Increase engagement
- Increase conversion
- Shorten the sales cycle
- Increase customer satisfaction, brand loyalty, and the lifetime value value of customer

The screenshot shows the 'People' section of the Acquia interface. At the top, there is a navigation bar with 'People' selected, followed by 'Segments', 'Campaigns', 'Content', 'Containers', 'Analytics', and 'Admin'. Below this, the 'Person details' section is displayed. It includes the following information:

- Tracking ID: 4QKtLsLxf2sC0SSUuK6Uw6
- Additional IDs: 75GrIr4cKlImoOy4QUgKyc
- Email Address: dave+42@acquia.com
- Engagement Score: 12
- Persona: Home
- Last Seen: < 1 hour ago
- First Seen: < 1 hour ago
- Status: Unknown

There is a 'Show Properties' button below the details. Below the details, there are two tabs: 'Insights' (selected) and 'Activity'. Under the 'Insights' tab, the 'Top Platforms' section is shown with a bar chart:

Platform	Percentage
DESKTOP	55%
MOBILE	44%
GAME_CONSOLE	0%
TABLET	0%

At the bottom of the screenshot, there are two sections: 'Top Content Sections' and 'Content Type'.

ANONYMOUS & IDENTIFIED CUSTOMERS

Traditional approaches to customer data management only provide insight into known users, which only represents a fraction of your users. These outdated systems weren't built to manage today's volume and variety of consumer data and they lack the ability to connect advanced profile data to other systems for immediate use, thereby producing an incomplete view of the customer.

Lift tracks the behavior of both anonymous and identified visitors to your site across sessions and devices. When a visitor identifies himself by filling in a form to download content, creating a profile, signing up for an event, etc., the anonymous profile is automatically merged with the known. Lift stitches together anonymous and identified user data to provide your organization with the most complete real-time and historical picture of your customer that you can use to be more impactful and relevant in the moment.

Real-Time Personalization

The world has changed and so have consumer expectations. They expect brands to deliver content and offers customized to their specific interests and past behavior. They want websites to remember them, provide content that is relevant to them, and deliver offers they can actually use. This level of intelligent, dynamic personalization requires more than best-guess trial and error. It requires a scientific approach based on data and accompanied by analytics and tools that automate the delivery of personalized, relevant content. To satisfy today's always-on, always-on-the-go consumers, personalization must adapt in real-time across all types of devices.

ADAPTIVE SEGMENTATION

Data without insight is just data. Lift helps you turn insight into action by easily and quickly defining customer segments based on the unified customer profiles. Learning from the site journey of every visitor, Lift's rules-based segmentation engine adapts to changing behavior on the fly. It reduces the risk of continuing to market to someone in the same way after their needs have changed. This segmentation helps you better understand your customer to improve audience targeting.

The screenshot shows the 'Segments' section of the Lift interface. The top navigation bar includes 'People', 'Segments' (highlighted), 'Campaigns', 'Content', 'Containers', 'Analytics', and 'Admin'. The user is logged in as 'demo@acquia.com' with 'Sign Out' and 'Help?' links.

Segment details

Name*: Auto Insurance

ID*: auto-insurance

Description*: Interested in buying Auto Insurance.

Segment criteria

Any

- Person Properties : Persona (Matches One [Auto])
- Page Content : Page Url (Contains One [utm_name=auto])
- + >

Save **Discard**

TESTING & TARGETING

You have to serve customers no matter where they are on their buying journey. A loyal customer deserves a very different experience than a first-time visitor evaluating your product. Lift's decision engine shows relevant content to individual segments based on rules that you set up. Alternatively, if you want to test experiences, Lift offers A/B/n or multivariate testing and auto-personalization which automatically implements optimal results. This targeting can be done in real-time from the initial millisecond a visitor interacts with your brand. It can also pivot based on real-time segmentation changes. Lift is native to Drupal so it is embedded into your existing content workflow. There is no need for your team to adopt a new tool or deploy a shadow CMS.

Auto Insurance vs Default 

What Why Who When Review Reports Save

Targeting

Determine which of the variations in your personalizations are displayed to specific groups of website visitors.

+ Add target audience

Auto Insurance  

 Frontpage Hero alt ✕

Drag a variation here to show to this audience.

Home Insurance  

Test

These variations will be displayed as a test, with the first variation in the list as the control.

 Frontpage Hero (Control) ✕

 Frontpage Hero alt ✕

All variations

To display a variation to a specific audience, drag the variation to the audience.

 Frontpage Hero

 Frontpage Hero alt

As a result of more relevant content, anonymous visitors provide personally identifying information that moves them from an unknown to a known customer. Once known, data from additional sources can be pulled into the unified customer profile. As more interactions occur and behaviors trend, marketers are able to directly intersect relevant content with the customer to form the most meaningful relationship between the brand and that distinct individual.