

Acquia Lift

[Acquia Lift](#) is a SaaS-based personalization platform that allows marketers to personalize the omnichannel experience for visitors throughout their buying journey—from first point of interaction as an anonymous visitor through to becoming a repeat, loyal customer.

Lift tracks the behavior of anonymous and identified visitors across devices and channels, creating a unified visitor profile for each individual based on their cross-channel historical and real-time behavior. As visitors identify themselves across devices, Lift merges anonymous and known profiles and pulls in information from other data sources to obtain a complete view of each visitor. Using these profiles, Lift's rules-based segmentation engine groups visitors into segments that adapt to changing behavior in real time. Using content that lives natively within Drupal, Lift's decision engine displays relevant content to each segment, allowing marketers to deliver personalized experiences across all touchpoints.

In delivering relevant content and offers customized to customers' specific interests and behavior, Lift drives brand engagement. It increases customer conversion via registration and purchase, and it shortens sales cycles by engaging prospects with sales teams faster. Ultimately, Lift helps to increase customer satisfaction, brand loyalty, and the lifetime 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 be shared within your organization.

DATA COLLECTION

Lift tracks every anonymous and known visitor to your site across sessions and devices, collecting and centralizing data about each unique visitor in a unified visitor profile. Lift progressively builds upon this rich profile with every visitor action, providing you with a single, comprehensive view of each visitor's historical and real-time activity. Lift shows you when and where they are interacting with your brand, what devices they're using, what content they're consuming, etc.

By placing a cookie in the visitor's browser, Lift captures visitor data in three primary areas:

- Situational (date/time, device, location, etc.)
- Behavioral (origin URL, page views, time on page, clicks, downloads, etc.)
- Personally identifiable (name, email, phone, company, title, etc.)

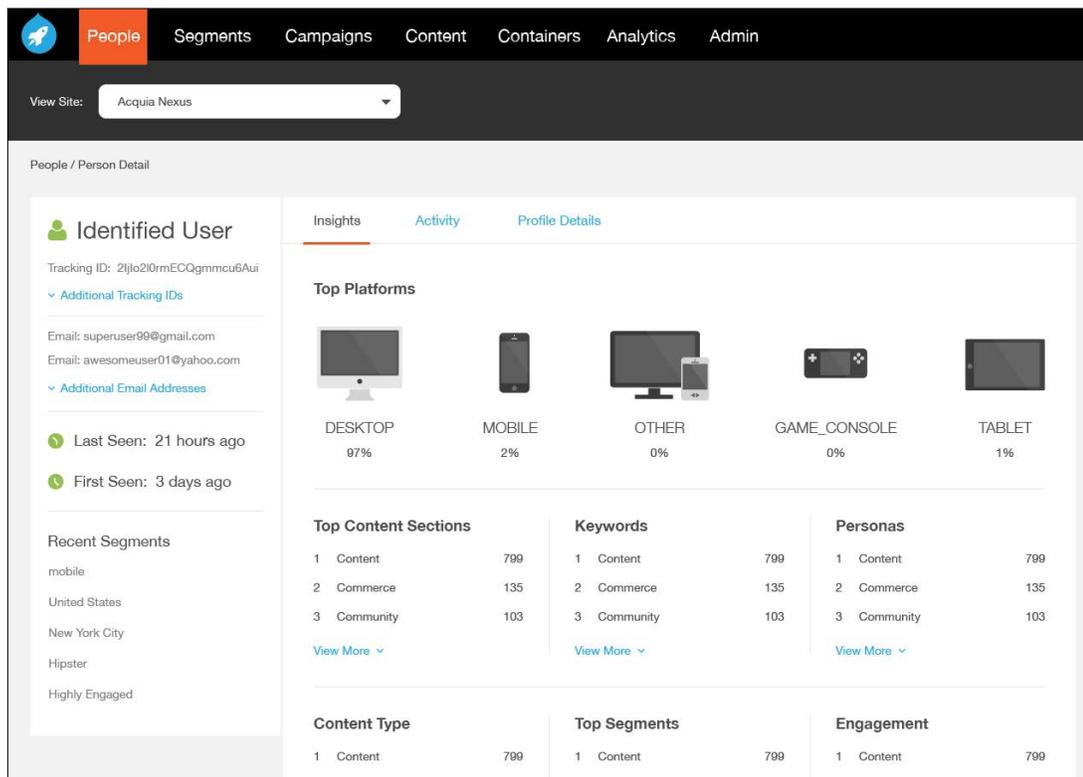
Features:

- Data warehouse for creation and collection of unified visitor profiles
- Merging of anonymous & known visitor profiles
- Real-time, adaptive segmentation
- Behavioral targeting
- A/B/n testing
- Pre-built and custom reporting & analytics
- APIs for omnichannel integration and the bidirectional exchange of data
- Pre-built integrations with Demandbase, Google Analytics, and Marketo

Benefits:

- Increase engagement
- Increase conversion
- Shorten sales cycles
- Increase customer satisfaction, brand loyalty and lifetime value of customer
- Improve reporting to generate better customer insights
- Break down organizational data silos

The unified visitor profile is flexible and extensible in that it can be configured to track the specific attributes and behaviors that are relevant to your business.



VISITOR IDENTITY RESOLUTION

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 activity of both anonymous and identified site visitors across sessions and devices. When an anonymous visitor identifies himself by completing a form to download content, signing up for an event, clicking a personalized email URL, purchasing a product, 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.

OMNICHANNEL INTEGRATION

Rather than merely reacting to the journeys that consumers themselves devise, companies today are shaping their paths, leading rather than following. Journeys have become central to the customer's experience of a brand—and as important as the products themselves in providing competitive advantage. The key to supporting the customer journey is leveraging a unified visitor profile that allows for the bidirectional exchange of data so you can deliver a relevant experience across channels. Lift collects and centralizes data about visitors from not just your website but all of your marketing technologies and data sources.

Web data can be augmented with data from any system via APIs that you can use to both import and export data to and from Lift. Through REST, file-based, and JavaScript APIs, you can pull data from any source and push data to any channel. (Note: Lift offers pre-built integrations with Demandbase, Google Analytics, and Marketo.) When a visitor identifies himself, an identifier such as an email address can then be used as a key into other systems of record to pull in additional data for that customer and build a richer profile. External systems (and their associated data) may include web analytics systems, display targeting tools, email marketing platforms (clicks, opens), marketing automation and campaign management tools (segments, campaign identifiers), CRM systems (sales touchpoints), commerce systems (in-store purchases, online purchases, discounts), loyalty (status/rank, redemptions), mobile apps, social platforms (shares, contributions, interests, likes), call center transactions, and third-party and offline data sources. Vice versa, profile data and segmentation information from Lift can be pushed to external systems and even trigger events in those systems (e.g. personalized emails).

For example, an anonymous visitor may come to your website for the first time via a Google search. Web analytics and display targeting tools can provide data about the visitor's behavior, which can be stored in the visitor profile. As a result of clicking on a call to action, completing a form, and providing their email address, the visitor becomes known and may be sent a personalized email from a marketing automation system. He may phone into your call center to ask a question about a particular product and additional details may be captured and added to a CRM system, which feeds the visitor profile. After further consideration and research, he may decide to purchase a product. If he likes the overall experience of his purchase, he may become an advocate through social media channels. By tracking the customer's journey across all touch points and pulling in relevant data from all sources, you can personalize the customer experience across every channel to establish a lifelong relationship with the customer that leads to repeat purchases.

Real-Time, Adaptive Segmentation

Lift aggregates all of your visitor information and allows you to easily and quickly define customer segments — groups of visitors with similar characteristics. Segmentation helps you better understand your visitors to better target them. Within Lift, you can define segments based on any number of available criteria. Lift can also reuse segmentation data that you've already defined in your marketing automation tool (e.g., Marketo), firmographics tool (e.g., Demandbase), or other source. Learning from the site journey of every visitor, Lift's rules-based segmentation engine adapts to changing behavior in real time. It continuously evaluates segment membership based on visitors' behavior, which reduces the risk of continuing to market to someone in the same way after their needs have changed.

Targeting

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. And 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.

Once you have your segments defined, you can turn insight into action by personalizing the experience for these groups via targeting. Targeting involves creating a personalization or campaign, which is a set of customized content targeted at a specific segment. Personalizations are designed to prompt the audience to take a specific action (e.g., sign up for a coupon, register for an event, or make a purchase). Lift uses a set of tabs, including What, Why, Who, and When, to guide you through the process of creating personalizations. It allows you to assign goals or metrics to each personalization. Lift is native to Drupal so it is embedded into your existing content workflow. This means that you can personalize experiences using content already at your fingertips. There is no need for your team to adopt a new tool or deploy a shadow CMS. 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.

Targeting is the key to personalizing the experience for anonymous visitors in the same way it is for known users.

Examples of targeting anonymous visitors include personalizations based on:

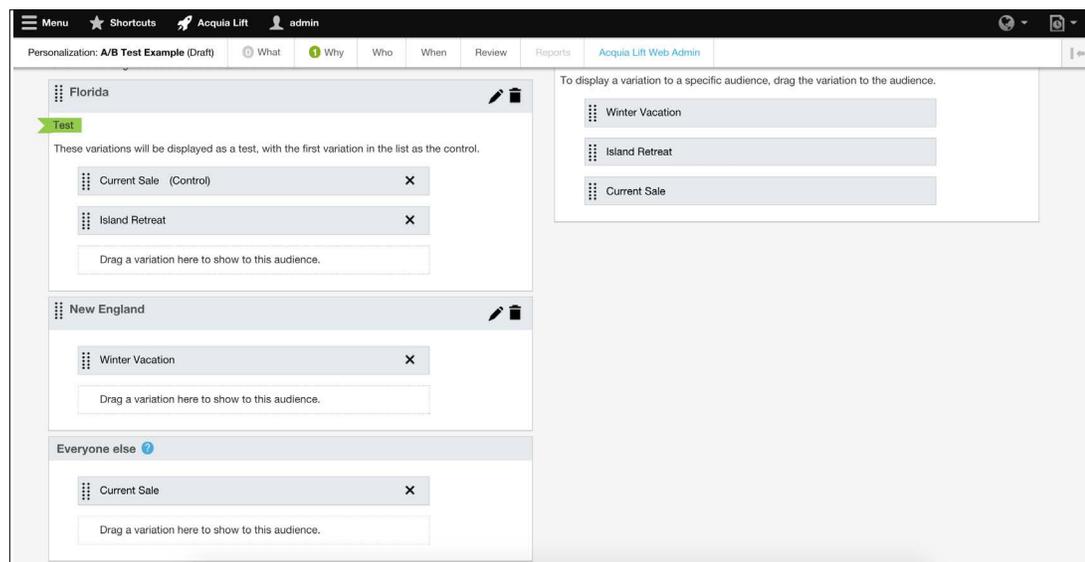
- Content preferences (e.g., show more videos to visitors who consistently watch videos instead of reading articles)
- Time of day (e.g., show beach scenes to visitors who access the site during the day and show candle-lit dinners on the beach to visitors who access the site at night)
- Location (e.g., during the winter, show snow boots to visitors in Canada and show bathing suits to visitors in Florida)

As a result of more relevant content, anonymous visitors provide personally identifiable information that moves them from an unknown to a known customer. Once known, data from additional sources can be pulled into the unified visitor 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.

TESTING

Often times, marketers don't know what personalizations will work best for each segment. Therefore, Lift offers A/B/n testing of web experiences. Testing allows you to compare different web experiences to see which one is resonating better with your audience and will help you achieve your goals. Content, text, headlines, menus, buttons (text and color), layout, images, and design can be varied. The more you test different web experiences, the better you will understand your audience and the higher conversion rate you will achieve.

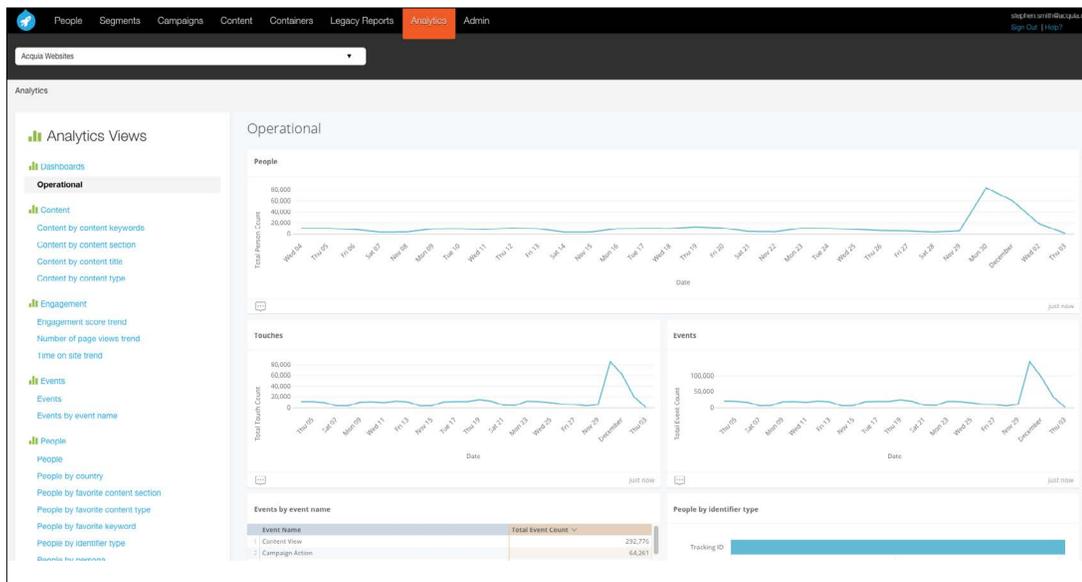
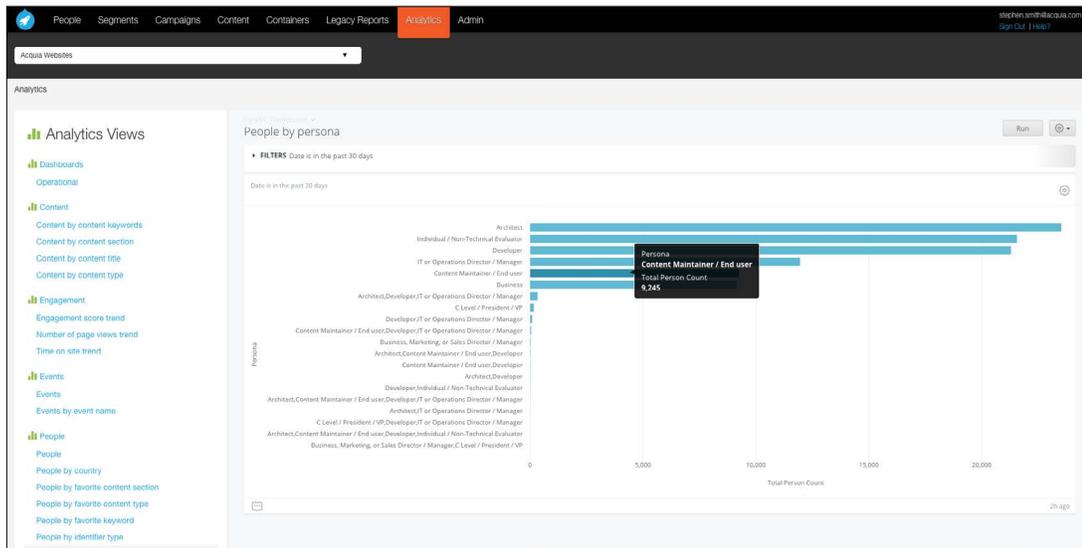
Lift also provides auto-personalization capabilities, which automatically implements the winning personalization to more customers over time.



Reporting & Analytics

Lift produces a variety of data about your visitors. But data is meaningless without intelligence applied to it. The purpose of collecting this information is to analyze it in order to identify trends, answer questions, and make decisions about the experiences that will best serve them.

Lift offers integrated, multi-dimensional dashboards that aggregate and visualize all of your visitor profile, segment, personalization, and testing data. Lift reporting allows you to drill down and answer questions such as: What is my largest segment of visitors? Which segment visits the site most frequently? How are they getting to the site — through search, banner ads, email, etc.? What content is being consumed by each audience? Lift reports on your personalizations, displaying information such as how many times a personalization was shown, number of goals completed, and who completed it. Lift can identify not only the conversion rate of personalizations, but also the conversion value (i.e., dollar amounts of purchases) to demonstrate how much revenue a personalization contributed.



Lift also offers custom dashboards so that you can design your own reports for ad-hoc analysis. And Lift provides you with full access to the raw data so that you can apply the analytics or BI tool of your choice for more sophisticated analysis. It is important to note that Lift is not a replacement for traditional web analytics. Instead, it can feed data into analytics tools for deeper analysis, data such as what variation was shown to the visitor and goals that visitor achieved. Web analytics can be used to analyze the long-term results of your campaigns and to augment any existing reports that you have.

Lift's reporting and analytics capabilities generate better customer insights to make broader marketing decisions around what target audiences to pursue and what marketing vehicles to invest in. Lift ultimately breaks down organizational data silos, allowing for a single source of truth from which to make business decisions.