SAILTHRU + Google

Accelerate customer acquisition, growth and retention to maximize revenue.

Combine the power of the Sailthru and Google's Display Network to get ahead of your customers. Increase total marketing reach, acquire high value customers, automate customer experience management and optimize every individual revenue opportunity.

Increase Customer Reach

Decrease Acquisition Costs

Increase Retargeting Conversion

Boost Lifetime Value

The Power of Sailthru + Google

The most innovative retailers and publishers are mining their long-term, first party customer data to decrease acquisition costs, retarget customers at the time they're most likely to purchase, and improve the likelihood that newly acquired customers will go on to become apart of a valuable, loyal audience.

With Sailthru, marketers can get ahead of their customers by predicting future behaviors and personalizing individual experiences across email, web and mobile touchpoints.

By integrating with Google, Sailthru enables marketers to easily connect robust customer data profiles to the Google Display Network for seamless retargeting, suppression of audiences not predicted to perform, or acquisition of audiences similar to known customers predicted to deliver high revenue volumes.

"It can take months, if not years, to identify the most effective way to segment existing customers in order to deliver long-term value. With Sailthru, we can automate insights development using vast troves of customer data and the results have exceeded our top performing customers segment."

Josh Gray, *Director of Acquisition Marketing,* **Rent the Runway**

Key Results

Using Sailthru's Prediction Manager to predict individual customer behaviors and identify high value audiences is easy — connecting that data to power acquisition takes just one click.

Sailthru customers have seen significant results from using retention data to power acquisition campaigns.

RENT THE RUNWAY

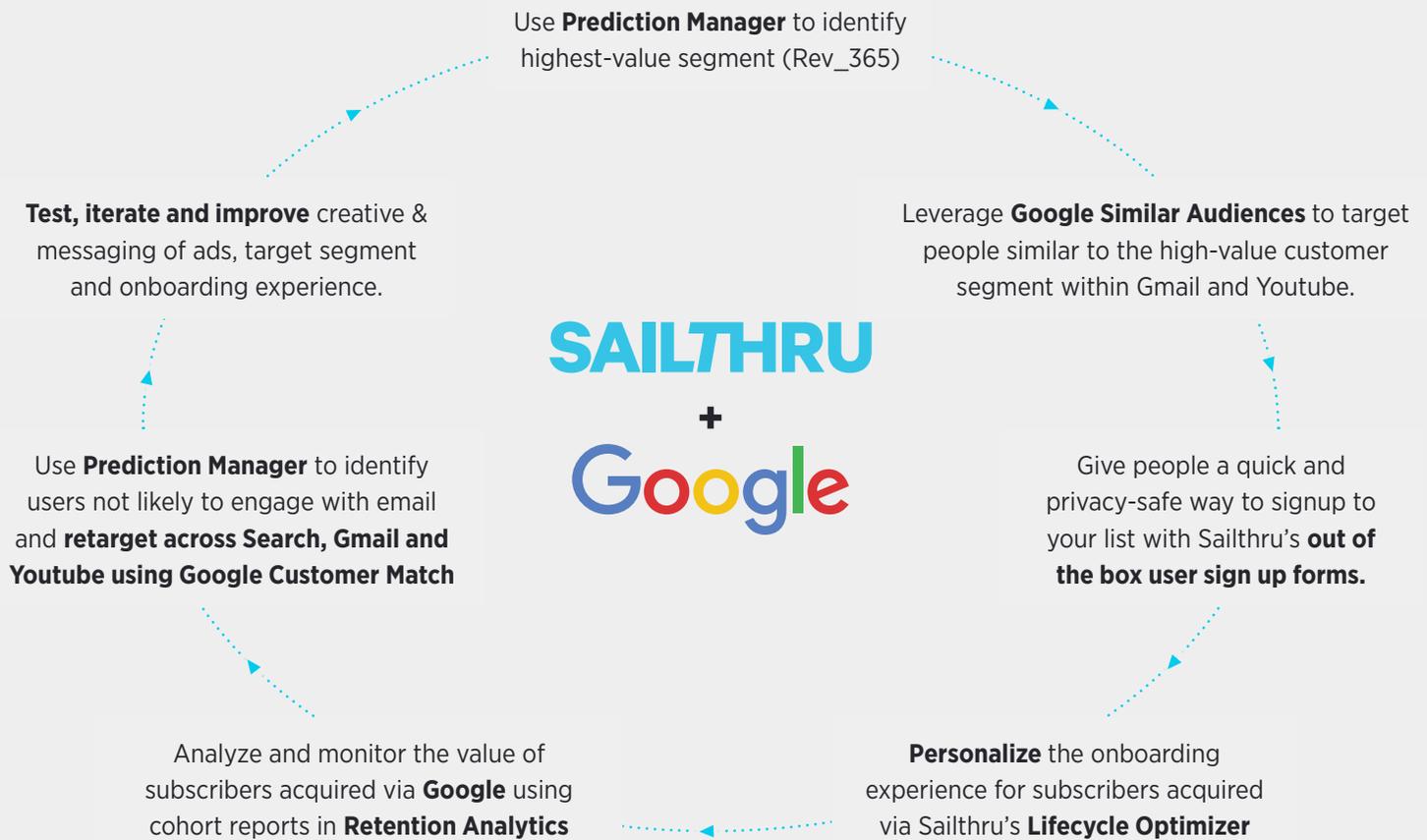**+40%** reduction in new subscriber acquisition cost

+53% increase in predicted one-year lifetime value of a customer

sheknows media

+49% reduction in subscriber acquisition costs

107% predicted increase in pageviews per reader in the next 30 days

Use **Prediction Manager** to identify
highest-value segment (Rev_365)

Test, iterate and improve creative &
messaging of ads, target segment
and onboarding experience.

Leverage **Google Similar Audiences** to target
people similar to the high-value customer
segment within Gmail and Youtube.

SAIL*T*HRU

+

Google

Use **Prediction Manager** to identify
users not likely to engage with email
and **retarget across Search, Gmail and
Youtube using Google Customer Match**

Give people a quick and
privacy-safe way to signup to
your list with Sailthru's **out of
the box user sign up forms.**

Analyze and monitor the value of
subscribers acquired via **Google** using
cohort reports in **Retention Analytics**

Personalize the onboarding
experience for subscribers acquired
via Sailthru's **Lifecycle Optimizer**

Outperform traditional acquisition modeling

Simply connect your Google Ads account to your Sailthru account, and
instantly start sending segments of customers directly from Sailthru to
Google in order to:

- Reach customers using Google Similar Audiences at the time they're
most likely to make a purchase across Youtube, Gmail and Search

- Retarget customers with tailored offers based on past browsing,
purchase, or email behavior data

- Measure the downstream value of customers acquired through
acquisition campaigns with Sailthru's CLV predictions

- Exclude specific customers (i.e. Not likely to buy, recently emailed, or
recently purchased) from campaigns to reduce fatigue.

- Acquire new customers using Google Similar Audiences based on
profiles of existing customers most likely to convert

- Re-engage inactive users with tailored messaging based on the items
they're most likely to purchase

- Replace your RFM strategy with predicted revenue segments (i.e.
customers most likely to purchase in next 30 days)

Prediction Manager:
more than just acquisition

Prediction Manager allows marketers to be
one step ahead of their customers — and
competitors.

Our out-of-the-box predictions include more
than 50 cross-channel inputs including email
activity, on-site clickstream data, mobile app
data, purchase behaviors and more.

KEY USE CASES:

Decrease churn: Protect your investments by
predicting and preventing disengagement

Increase email response: Boost open and click
through rates for your most valuable channel

Advance segmentation: Save time and out-
perform classical segmentation with predictions
and granular targeting criteria

Calculate Lifetime Value: Forecast marketing's
impact to revenue through 1-year LTV of your
customers