AUDIENCE BUILDER

Audience Builder

Turning visitor data into precisely targeted audiences

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What is Audience Builder?



In simple terms

Audience Builder helps transform raw visitor data into actionable audience segments for effective targeting and improved engagement.



Powered by VisitorIQ Data

Using VisitorIQ data from Smart piXL and LocationIQ, we can analyze user behavior, engagement patterns, demographics, and interaction history to create meaningful and targeted segments.



A Strategic Process

Audience Builder is a strategic process that allows us to define, filter, and group users based on specific criteria such as activity, interests, frequency of visits, or other behavioral attributes. By leveraging these insights, we can precisely target a particular audience with personalized campaigns, communications, or marketing strategies.

PLATFORM

Overview & Modules

OVERVIEW

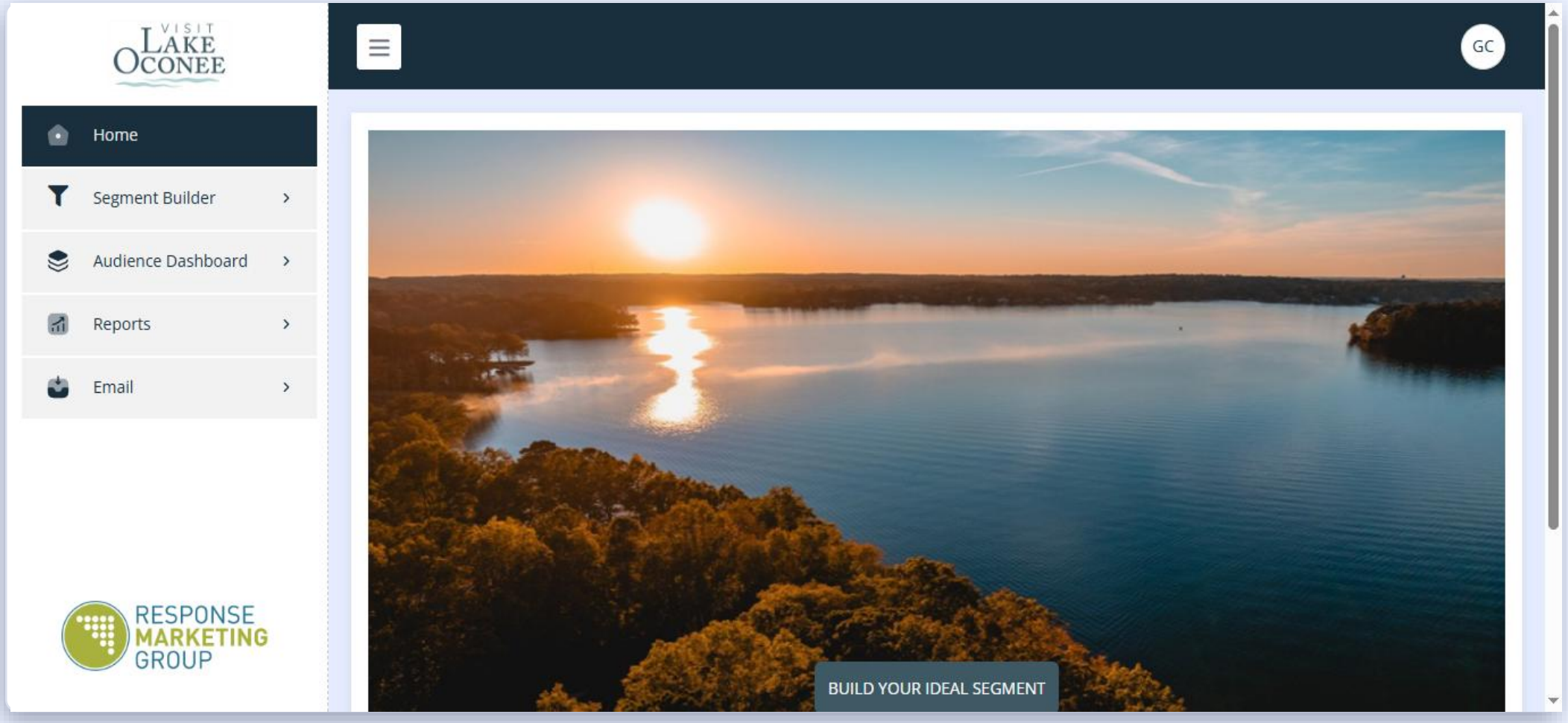
- Centralized audience analytics platform
- Enables smart segmentation
- Improves targeting & insights

MODULES

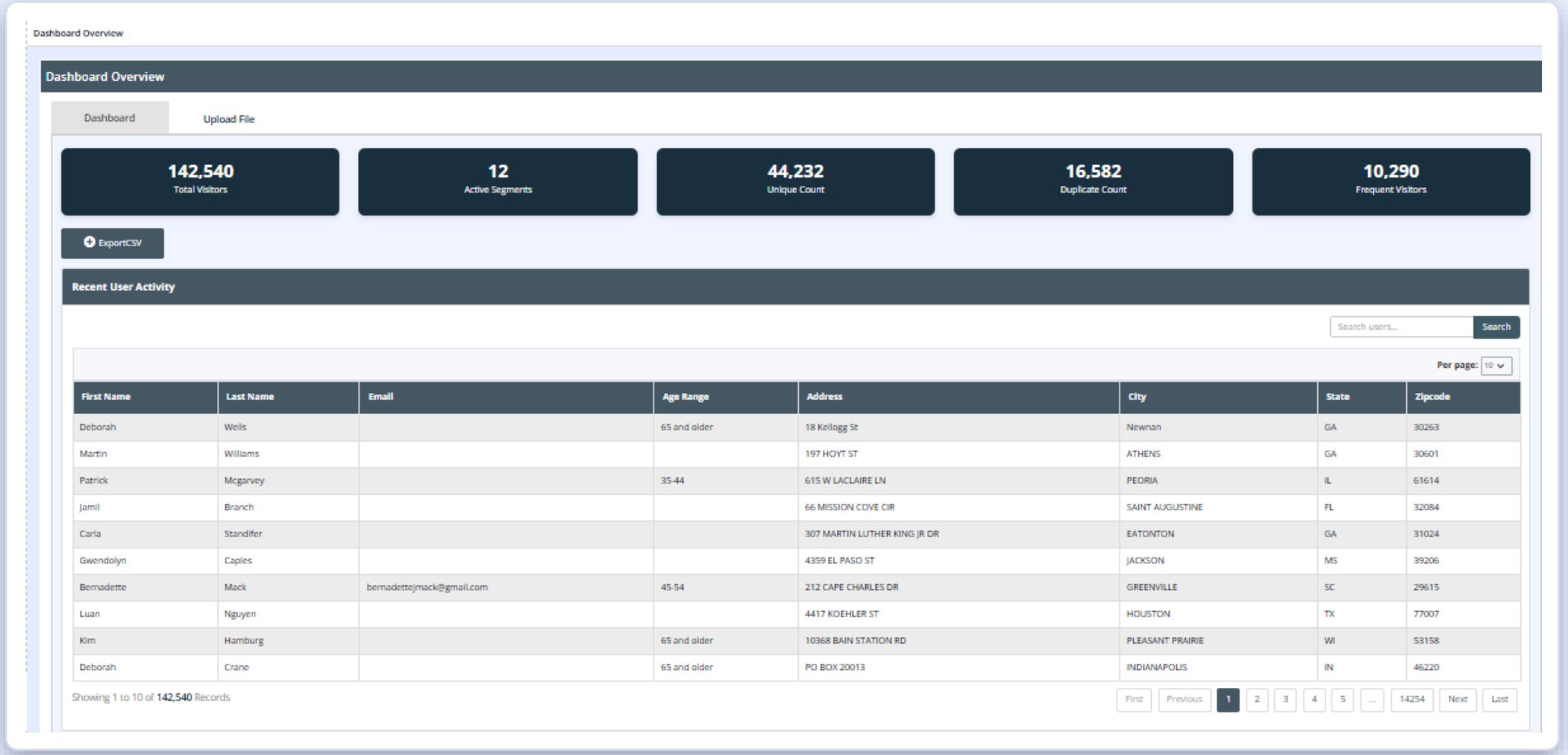
The following five modules are available in the application:

1. **Home**
2. **Segment Builder**
3. **Audience Dashboard**
4. **Reports**
5. **Email**

Home


VISIT LAKE OCONEE
GC
Home
Segment Builder
Audience Dashboard
Reports
Email
RESPONSE MARKETING GROUP
BUILD YOUR IDEAL SEGMENT

Dashboard Overview



Key Highlights

Frequent Visitors

Visitors who visit again and again.

Total Visitors

The total number of visitors recorded in the system.

Active Segments

The number of audience groups currently active.

Unique Count

The total number of different (non-duplicate) visitor records.

Duplicate Count

The number of repeated visitor records in the system.

AUDIENCE DASHBOARD

Features Available

Export CSV Option

Data can be exported easily in CSV format.

Recent User Activity Grid

Displays user details: First Name, Last Name, Email, Age Range, Address, City, State, Zip Code.

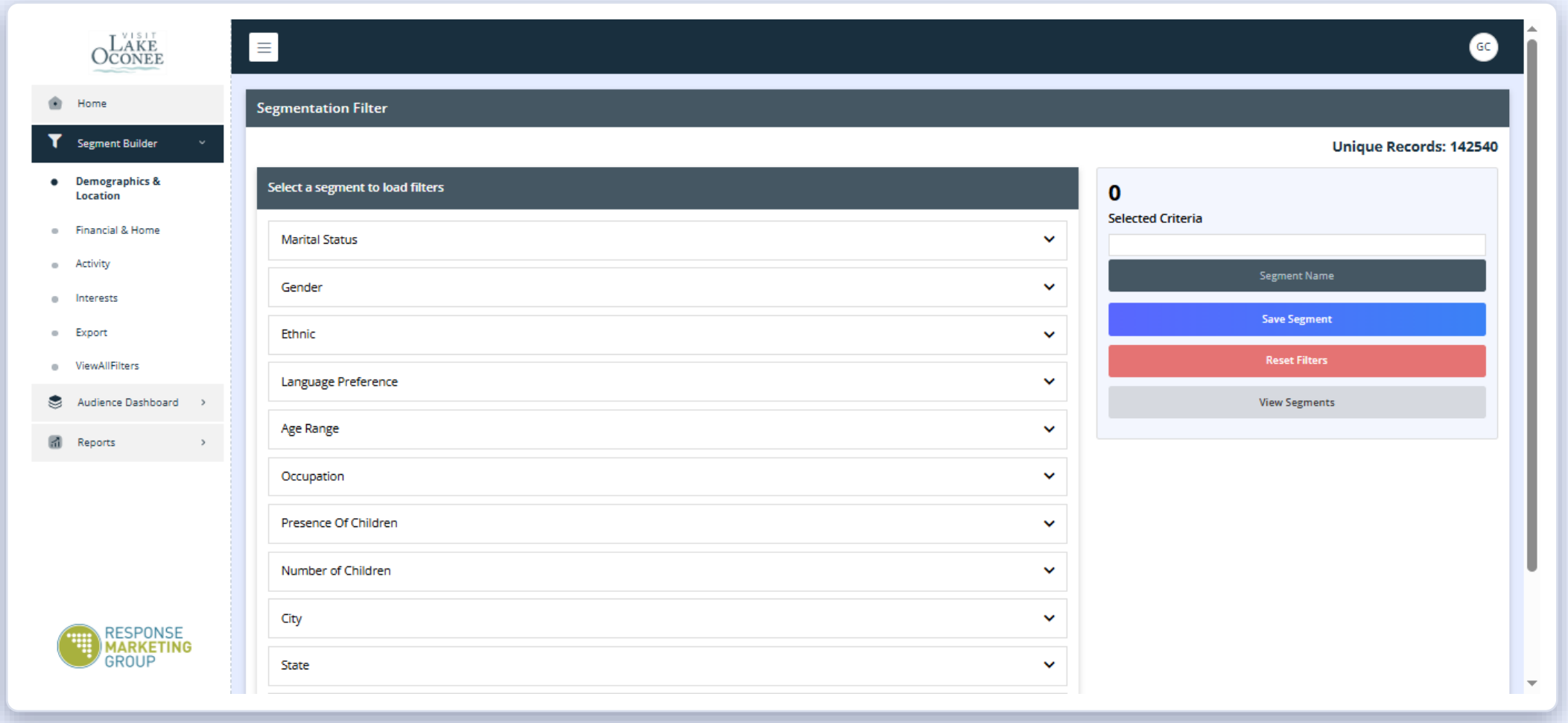
Search Functionality

Users can search specific records.

Pagination

Records are displayed with page navigation.

Segment Builder

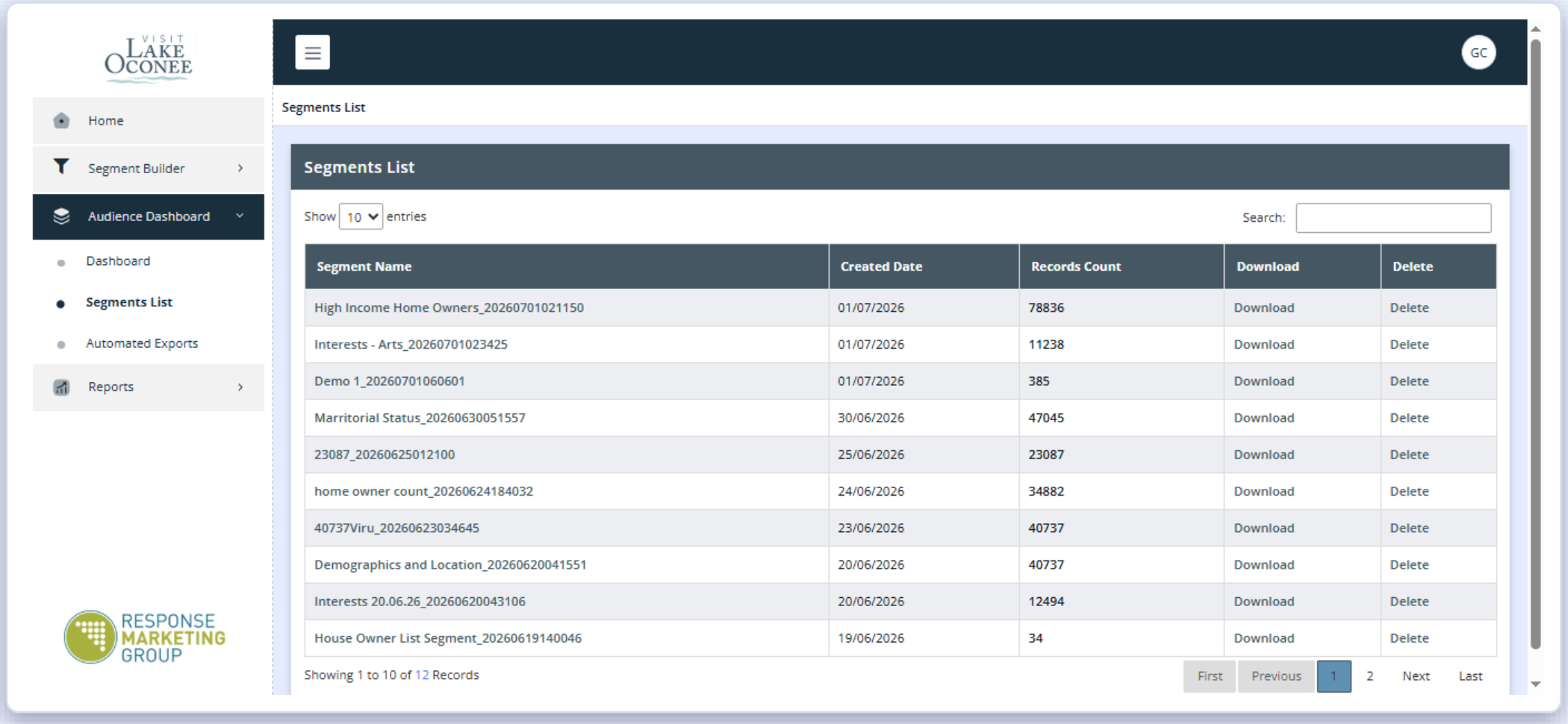


SEGMENT BUILDER

Segmentation Filter — Key Highlights

- Easy-to-use segmentation interface
- Multiple filters for audience selection
- Demographic filters (Age, Gender, City, State, etc.)
- Real-time unique record count
- Save custom segments
- Reset filters with one click
- View previously saved segments
- Clean and responsive UI
- Selected criteria summary panel
- Quick audience creation with multiple filters

Segments List

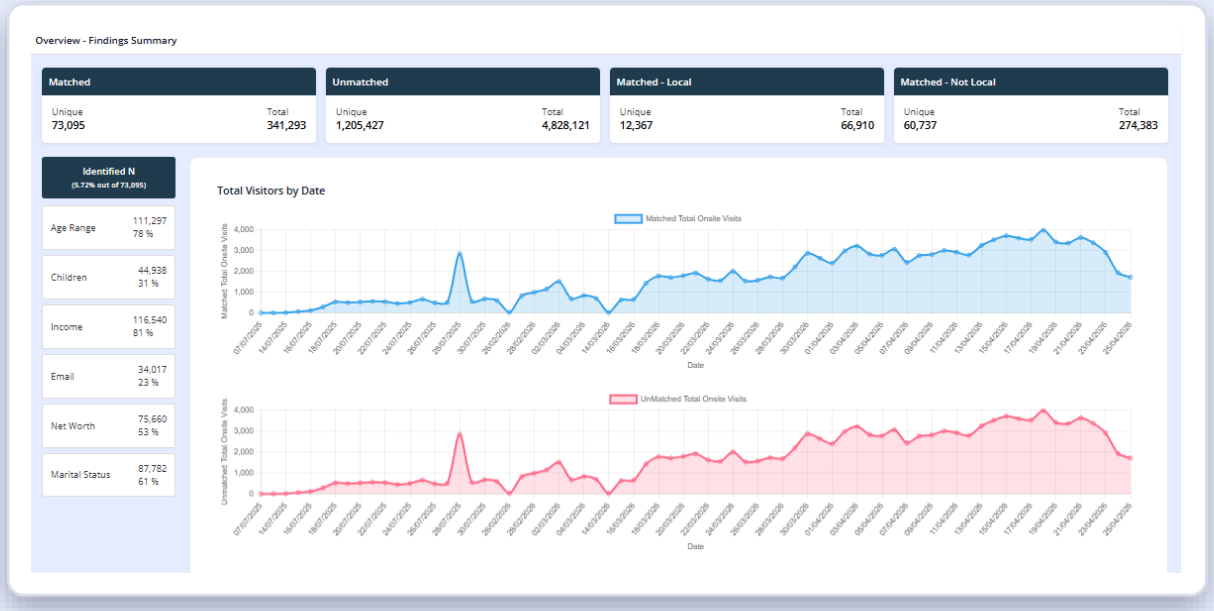


SEGMENT BUILDER

Segments List — Key Highlights

- View all saved segments
- Search segments quickly
- Display segment name and created date
- Delete unwanted segments
- Pagination for easy navigation
- Clean and user-friendly interface
- Download segment data
- View total record count

Findings Summary



KEY POINTS

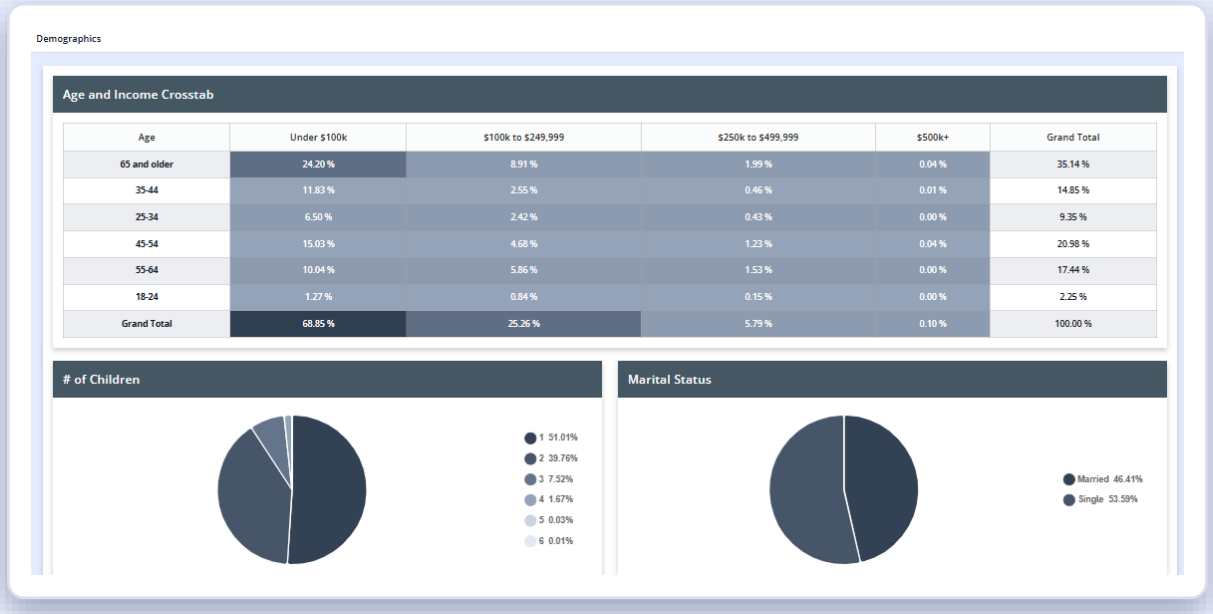
- Overview of matched and unmatched visitors
- Displays unique and total visitor counts
- Separate Local and Non-Local visitor statistics
- Visitor trends displayed with interactive charts
- Easy-to-read dashboard for quick insights
- Clean and user-friendly interface
- Shows identified data by category (Age, Income, Email, etc.)

Demographics

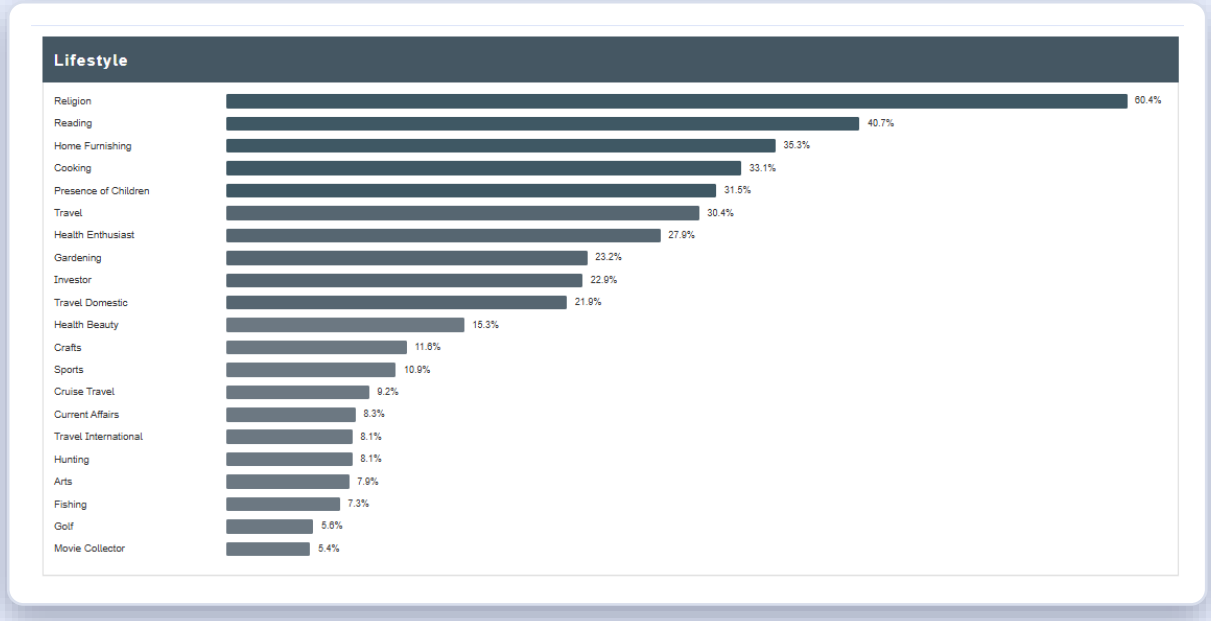
Demographics provides information about audience characteristics such as age, income, marital status, and family details.

KEY POINTS

- Shows age and income distribution of users
- Provides family and marital status insights
- Helps understand audience profile and behavior



Lifestyle



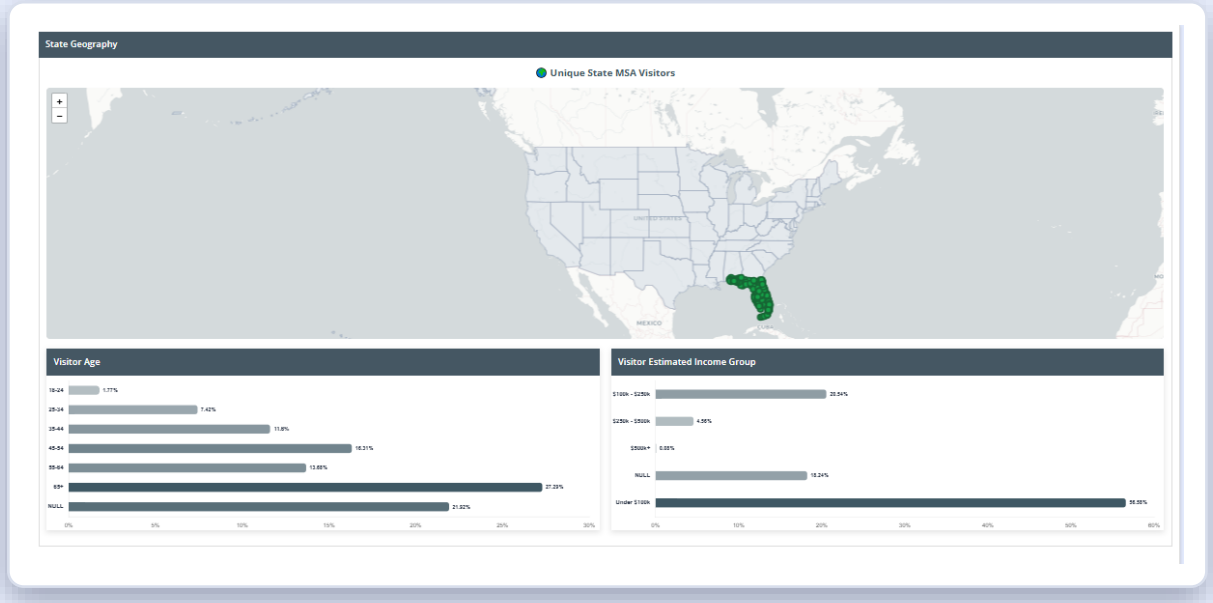
Lifestyle represents the interests, preferences, and activities of people in their daily life.

State Geography

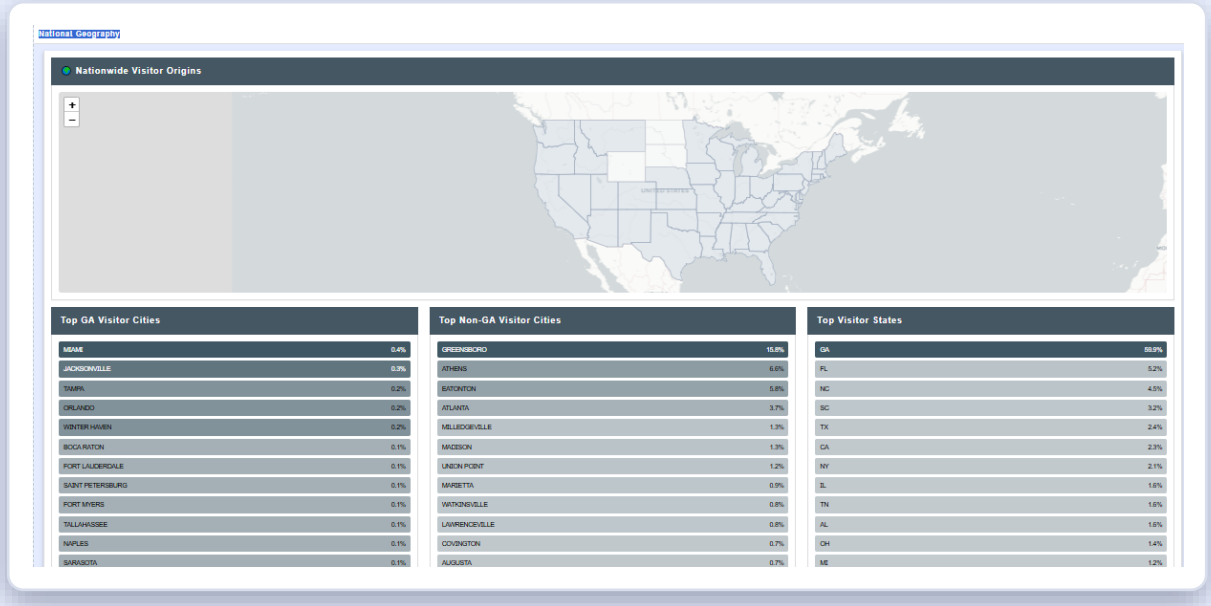
State Geography displays the geographic distribution of visitors across different states based on visitor data.

KEY POINTS

- Shows user distribution across different states
- Helps identify high user concentration areas
- Supports location-based analysis and planning



National Geography



National Geography shows the distribution of users across different states and cities at a national level.

KEY POINTS

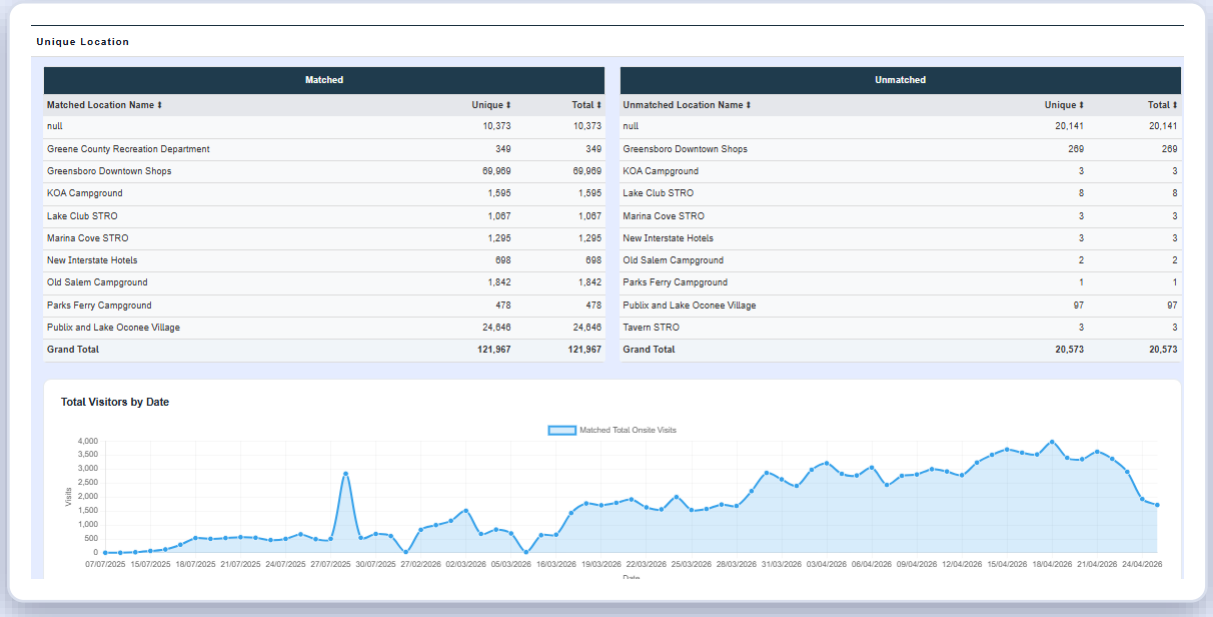
- Identifies top visitor states and cities
- Shows geographic reach of users nationwide
- Helps understand regional audience distribution

Unique Location

Unique Location identifies and tracks visitors from different specific locations and shows matched and unmatched location data.

KEY POINTS

- Shows visitor activity by location
- Identifies matched and unmatched locations
- Helps analyze location-based visitor trends



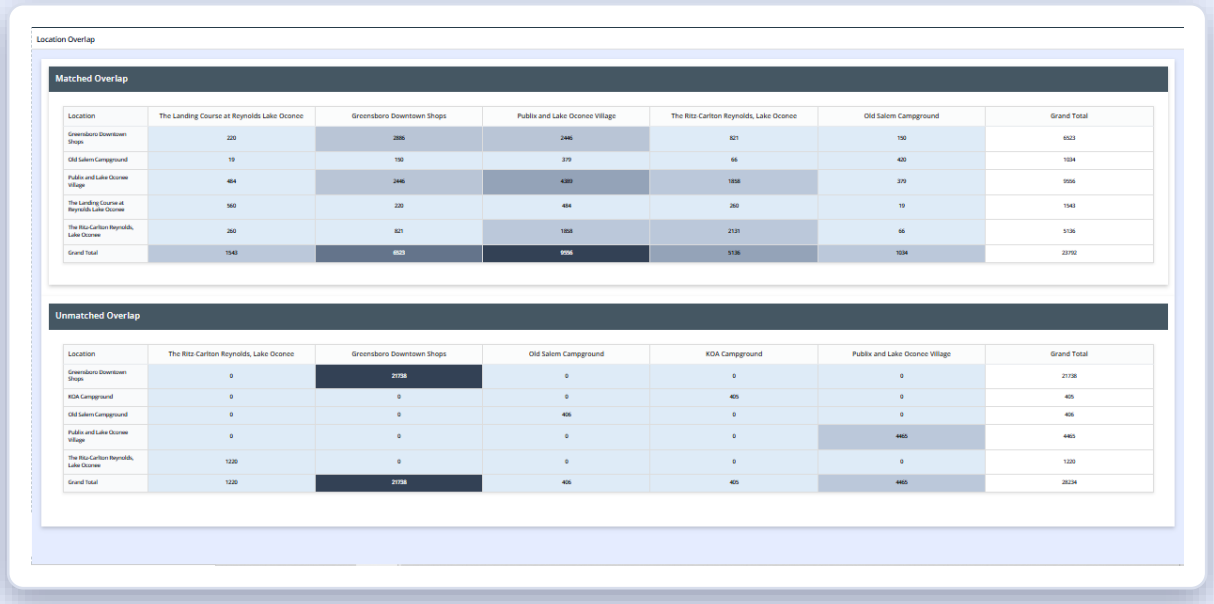
Unique Location

Matched		
Matched Location Name	Unique	Total
null	10,373	10,373
Greene County Recreation Department	349	349
Greensboro Downtown Shops	69,969	69,969
KOA Campground	1,595	1,595
Lake Club STRO	1,067	1,067
Marina Cove STRO	1,295	1,295
New Interstate Hotels	698	698
Old Salem Campground	1,842	1,842
Parks Ferry Campground	478	478
Publix and Lake Oconee Village	24,646	24,646
Grand Total	121,967	121,967

Unmatched		
Unmatched Location Name	Unique	Total
null	20,141	20,141
Greensboro Downtown Shops	269	269
KOA Campground	3	3
Lake Club STRO	8	8
Marina Cove STRO	3	3
New Interstate Hotels	3	3
Old Salem Campground	2	2
Parks Ferry Campground	1	1
Publix and Lake Oconee Village	97	97
Tavern STRO	3	3
Grand Total	20,573	20,573

Total Visitors by Date

Location Overlap



Location Overlap shows users who visit multiple locations and identifies shared audience behavior across locations.

KEY POINTS

- Identifies common visitors across locations
- Shows matched and unmatched overlap data
- Helps understand visitor movement patterns

Unmatched Visitors

Unmatched Visitors represent users whose location or visitor data could not be linked to a specific matched source.

KEY POINTS

- Shows visitors with unmatched location data
- Tracks visitor trends over time
- Helps identify gaps in data mapping and analysis



Email Module

Three key sections for managing campaigns, triggered campaigns, and audience lists.

1

Email Dashboard

View recent campaigns and monitor delivery, bounce, open, and click information.

2

Trigger Campaign

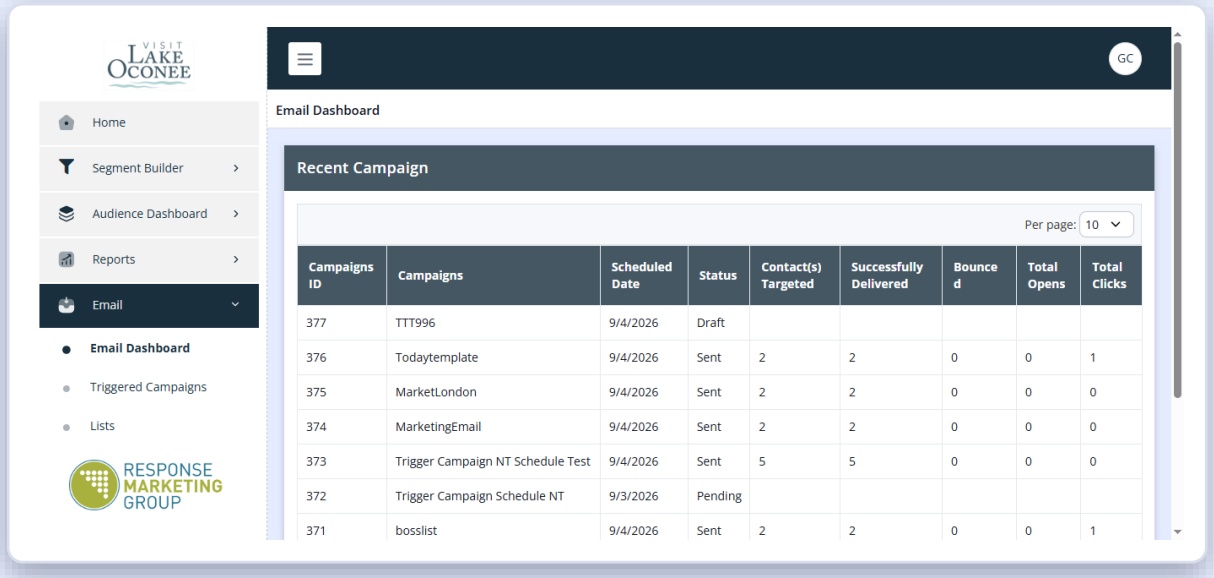
Create and manage triggered campaigns using templates, lists, scheduling, and confirmation.

3

Lists

Manage audience lists, including lead and segment-based lists, with contact counts.

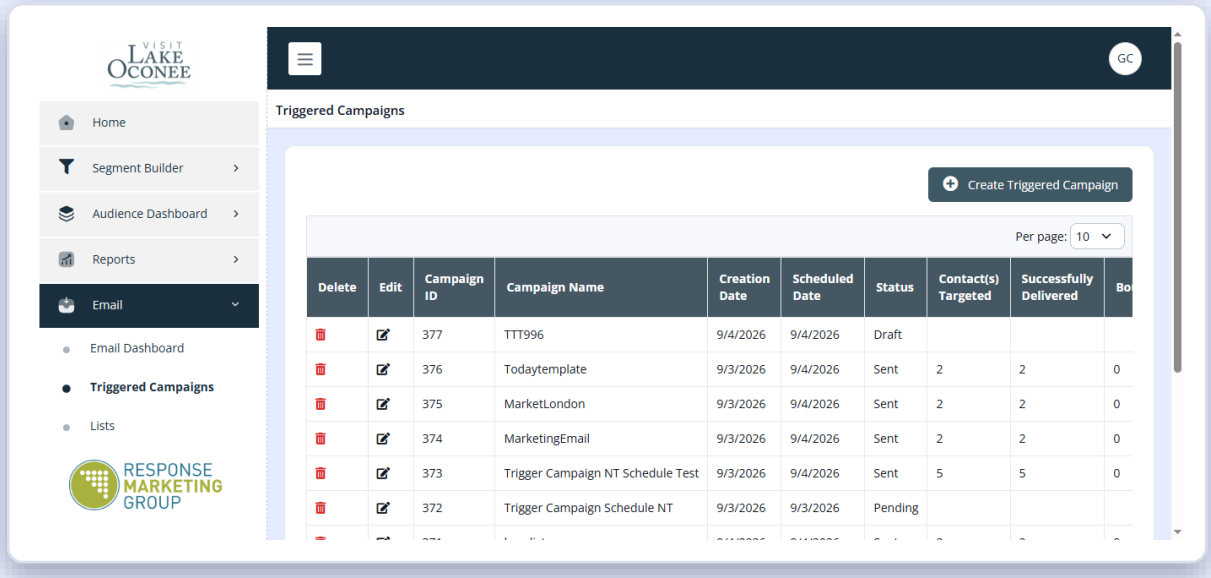
Email Dashboard



KEY FUNCTIONS

- Displays recent email campaigns in one place.
- Shows campaign status such as Draft, Sent, and Pending.
- Provides delivery metrics including targeted contacts, successful delivery, and bounces.
- Shows engagement metrics such as total opens and total clicks.

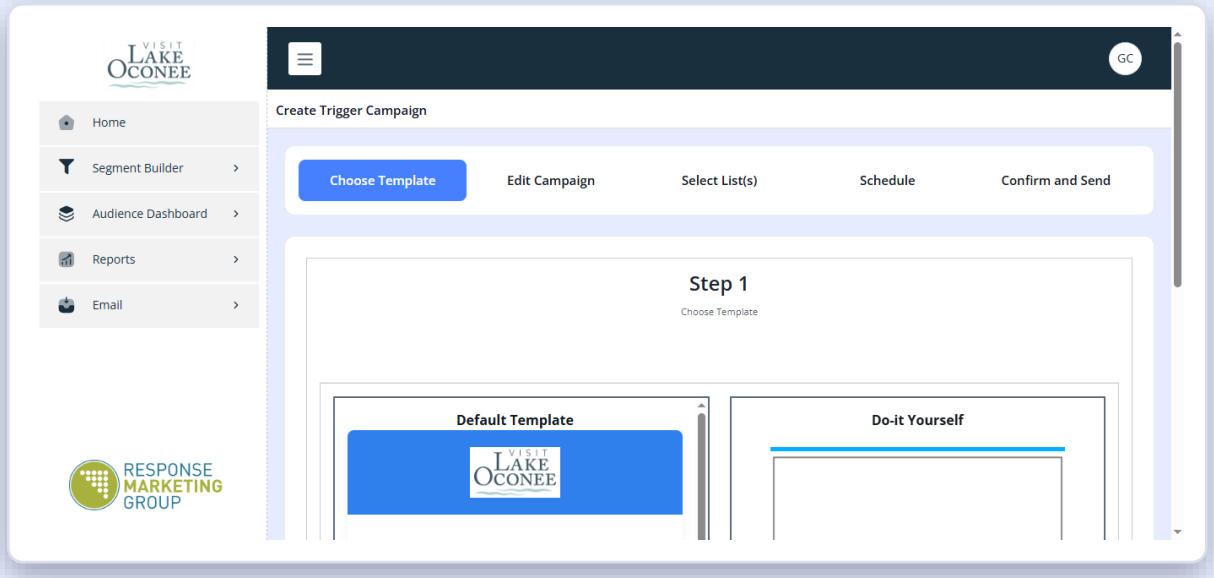
Trigger Campaign



KEY FUNCTIONS

- View all triggered campaigns in a grid.
- Create a new triggered campaign.
- Edit existing campaigns.
- Delete campaigns when required.
- Review campaign dates, status, targeted contacts, and delivery information.

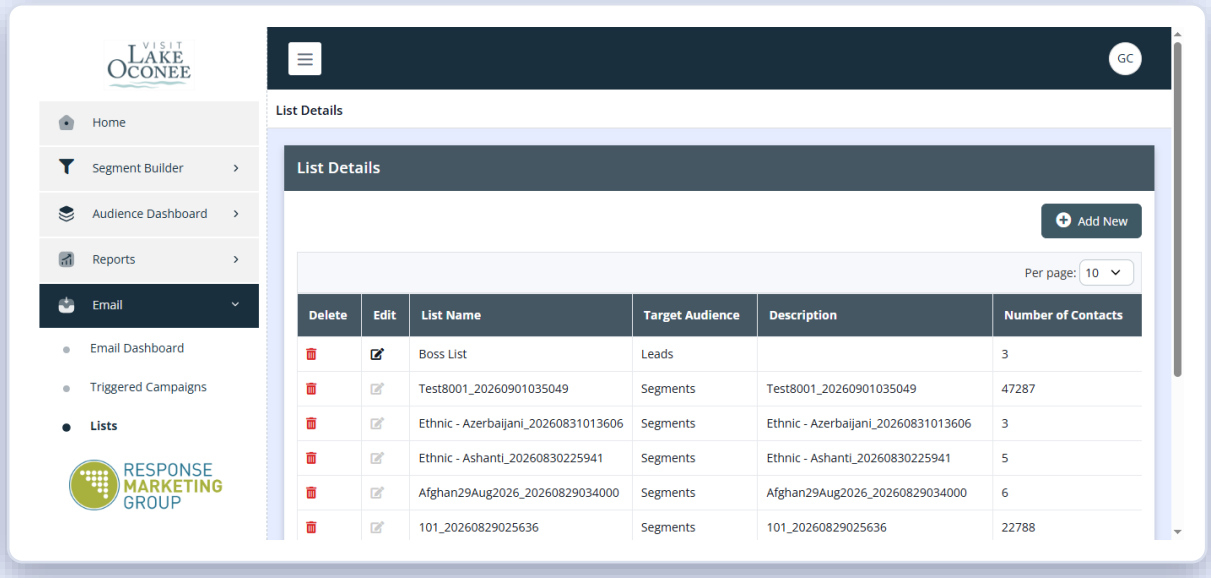
Campaign Creation Flow



5 STEPS

1. Choose Template
2. Edit Campaign
3. Select List(s)
4. Schedule
5. Confirm and Send

Lists



KEY FUNCTIONS

- View available audience lists.
- Identify the target audience type, such as Leads or Segments.
- Review list descriptions and number of contacts.
- Add new lists and manage existing list records.
- Use lists when selecting recipients for campaigns.

EMAIL MODULE · WORKFLOW

End-to-End Flow

Typical usage moves through four steps from audience selection to monitoring results.



Lists → Trigger Campaign → Schedule → Email Dashboard

Summary

Three Main Sections

- **Email Dashboard:** Monitor recent campaigns and performance.
- **Trigger Campaign:** Create, edit, schedule, and manage triggered campaigns.
- **Lists:** Manage target audiences and contact lists.

Together, these sections support the complete email campaign workflow.

Thank You

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