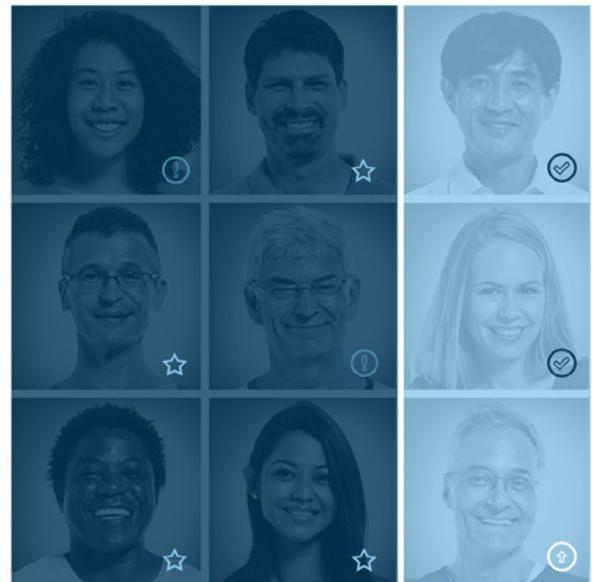


# ADAPTIVE SEGMENTATION

[Automatically] Create Highly Targeted Campaigns

Your prospect lists have lots of data points, from lots of sources. And that data is always changing as your prospects engage with your content at different times on their buying journey. How do you make sense of it all to be able to more personally connect with your perfect buyer?

With Act-On's Adaptive Segmentation, you can easily create tightly targeted list segments that tie together demographic data + with behavior metrics + and time = to create dynamically segmented lists. This will enable you to send the best message, at the perfect time, via the ideal channel, to your prospects. Adaptive Segmentation can be used to identify your most ideal prospects, move contacts appropriately through lifecycle stages as they engage, and even recognize contacts that may need a little more "love" allowing you to allocate your internal resources more effectively.



**Manage Segment** Segment of: Master List > ... > Personas

Name:  Method:  Save Cancel

Combine expressions with:  Query Templates

<input type="text" value="Title"/>	<input type="text" value="contains"/>					<input type="text" value="X"/>
<input type="text" value="COO"/>	OR	<input type="text" value="Chief"/>	OR	<input type="text" value="CMO"/>	OR	<input type="text" value="Pres"/>
<input type="text" value="VP"/>	OR	<input type="text" value="CEO"/>	OR	<input type="text" value="Officer"/>	OR	<input type="text" value="Vice"/>
+ - +						
AND <input type="text" value="Title"/>	<input type="text" value="does not contain"/>					<input type="text" value="X"/>
<input type="text" value="Coord"/>	OR	<input type="text" value="coordinator"/>	OR	<input type="text" value="account exec"/>	OR	<input type="text" value="account executive"/>
<input type="text" value="acct exec"/>						
+ - +						
AND <input type="text" value="overall behavior score"/>	<input type="text" value="Default"/>	<input type="text" value="at least"/>	<input type="text" value="25"/>			
+ - +						

The result of Adaptive Segmentation is increased deliverability, better personalization, and more targeted marketing efforts for managing the customer journey.

For example, you want to begin focusing on C-level prospects that have attended at least 2 webinars. To further understand their level of engagement and interest, you send some follow-up emails that include forms to collect more data. This data can then be used to target those prospects in a much more specific way based on those now-identified interests by entering them into personalized nurture campaigns and even sending alerts to sales with specific, follow-up talk tracks.



Act-On progressively adds more information to your prospects' profiles as their engagement with your brand increases, whether from events, to email, to forms, to social media posts. This will increase your conversions and sales velocity by reaching out with relevant messages when prospects are most engaged with your company. Act-On's Adaptive Segmentation determines when a prospect meets your criteria and routes them automatically in and out of your campaigns to drive the next best action in their buying journey.

## About Act-On Software

Act-On Software is a marketing automation company delivering innovation that empowers marketers to do the best work of their careers. Act-On is the only integrated workspace to address the needs of the customer experience, from brand awareness and demand generation, to retention and loyalty. With Act-On, marketers can drive better business outcomes and see higher customer lifetime value. The Act-On platform provides marketers with power they can actually use, without the need for a dedicated IT resource.

Connect with us to learn more