

# 3 small steps for a BCG boost

iCreate's simple way to boost your business to the next level





# We know how to track, segmentize and personalize your audience

iCreate offers the most comprehensive platform, combining accurate user engagement (including page scroll percentage and linger time), segments and personalize offer for anonymous and identified users, complementary with personalized push messages (email, SMS, WhatsApp).

# In only 3 simple steps, you can take you business to the next level

Step 1:

Tracking user engagement using our **Identified and anonymous visitors activity module** 

#### Step 2:



Segmentize your audience according to the data from your website\s, CRM and other platforms - **in real time** 

#### **Step 3: Identified users**



Push notifications with personal offers on their email, text messages, WhatsApp and more

#### Step 3: Anonymous users





# **Step 1: Tracking**

If the user, at any point in time, has left contact lead on web/mobile (cross-device) in any digital asset (landing page, websites, overlay etc...), we cross the users information with his browser ID and can identify his current visits and actions. For anonymous users we are tracking and recording every engagement to the second.

#		🕈 Visit Date	Last lead date	Dates difference	iCreate Campaign	Page Title	Name	Phobe	♦ Emai	Source	Ex.Status	URL	Approve mail	÷
334a1069-bd6b-92ea-8		11/11/2021 12:55:48 PM	02/11/2021 4:15:21 PM	9	12872 <u>_</u> Thi	nk_Big SUV cars	Adam smith	)1095	<b>8</b> @gmail	google	Meeting was set	carsales .co.i	l No	
					V	isits								
Page Title	Date		Platform	Scroll	Stay on page	Source			URL					
	11/11/2021	12:55	Mobile	68%	92sec	google			https://car	salesco.il/	carsale			
	02/11/2021	16:15	Mobile	72%	75sec	google_thi	nk_big		https://car	salesco.il/	carsale			
	02/11/2021	16:21	Mobile	31%	331sec	google_thi	nk_big		https://car	sales	carsale			
	e differen visits	t	(	user 🏒 activity										

# Tip: transforming anonymous user to be identified is much easier with personal offer.





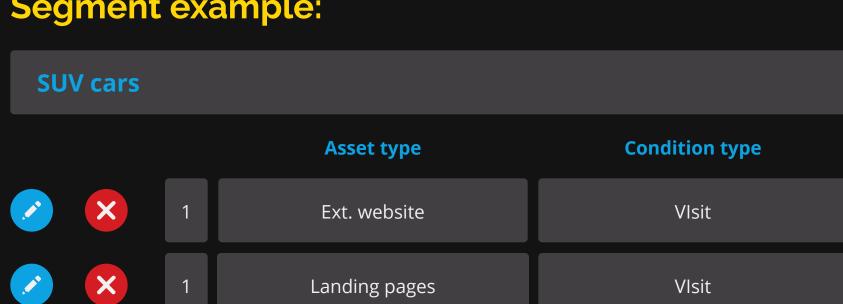




# Step 2: Segmentize

You can use this data in order to include users into segments or groups of interest by recognizing their activity patterns.

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#### Segment example:

"iCreate segment and audience odule" you can set rules on user's ctions, engagement and status from arious platforms to define user interest nd include them into audiences. ser can be included or excluded from pecific segment.

	17/11/2021 k	Known users: 632 👤	Unknown users: 490
Field	Operator	Value	Dates
URL	Ends With	Car	Last 11 days
Host	Contains	SUV	Last 11 days



## **Step 3: Personalization**

In Our best of breed editor, you can create several creatives (in the same asset) matching the audiences set in our segmentation module, so every user gets a personal offer which result in a higher conversion rate.



## **Step 3: Identified users**

When having a users contact information, you can send them personal offers according to their segment, via: email, messages, WhatsApp and more







#### Segments

Luxury car rental

SUV rental

Family car rental

Camping trucks rental

AND MANY MORE!

### SUV rental segment



## **15% OFF**

Special deals on luxury cars rentals



### **Step 3: Anonymous users**

You can create personalized landing pages, pop-ups, stickies, overlays and more, to target your anonymous users in your segments.



# Have any more questions?

support@icreate.marketing



Feel free to contact us: