

# Coherent Path Campaign Optimization

Automated, data-driven campaign planning and audience management that increases revenue, engagement and loyalty

**Email campaign planning is time consuming, subjective and ineffective.** Building and maintaining email calendars is hard. Despite the promise of data-driven marketing, identifying which campaigns to create, when to send them and who to send them to remains a time consuming and subjective process. Moreover, it's exceedingly difficult to create campaigns that satisfy near-term performance goals—click-throughs, open rates, conversions—as well as larger business objectives such as reducing churn, increasing margins, and driving higher lifetime customer value.

## Coherent Path Campaign Optimization automates and optimizes email campaign planning and audience management

—applying cutting edge machine learning techniques and customer journey optimization to identify the campaign themes that will win and the audiences that should receive them. It's a totally new, science-driven approach to managing your email campaign program that saves time, increases customer engagement and delivers 15%-20% greater lift vs. traditional manual methods.

### With Coherent Path Campaign Optimization you can:

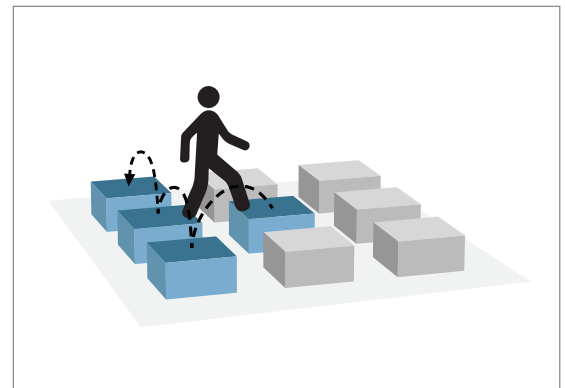
- Automatically generate product themes that increase revenue, engagement and loyalty
- Match the right product themes with the right audiences to personalize the subscriber experience
- Systematically expose customers to areas of your catalog that are new to them
- Optimize the calendar around strategic goals like increasing loyalty and cross-sells

### Machine learn your way to great email performance

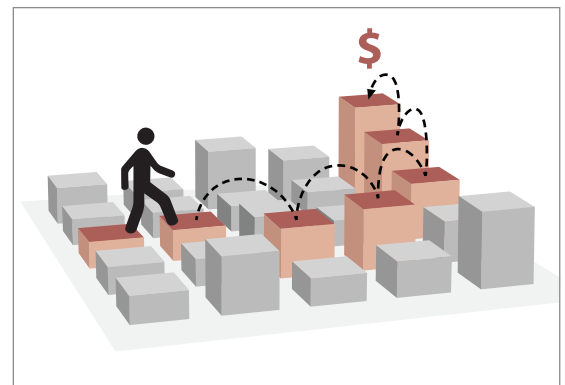
— Coherent Path Campaign Optimization uses advanced machine learning to mine hidden insights from your transactional, web and email data and injects them directly into your email program. The solution integrates easily with your existing email and CRM systems and drives measurably more value from those investments.

### Rapid deployment and ROI

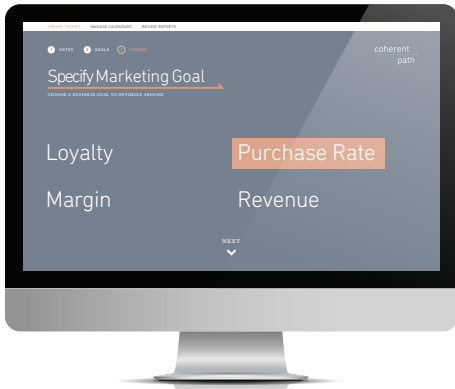
- 15%-20% lift within the first month
- 24 hour deployment followed by a 30 day free trial
- At least a 5:1 ROI



Basic next step personalization is disassociated from longterm impact

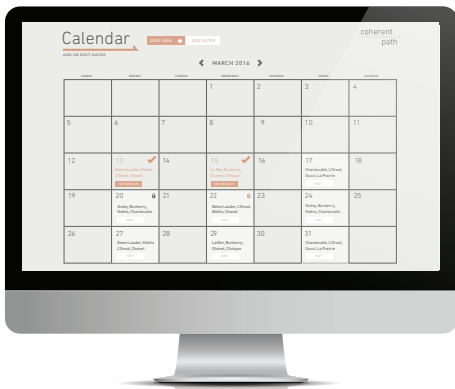


Coherent Path goes beyond the next step and optimizes the entire customer journey



## Specify Goals

Select the goals you want to optimize for such as increased revenue, engagement and loyalty.



## Manage Calendar

Choose the dates on which you want to send.



## Optimize Audiences and Product Themes

Campaign Optimization will generate product themes optimized for your goals and match them with the most receptive audiences.

## ABOUT COHERENT PATH

Coherent Path's science-driven personalization empowers retailers to build meaningful relationships with their customers – increasing revenue and differentiating their brand today, while maximizing lifetime value. We go far beyond first-generation recommendation tools by helping retailers identify the best path ahead for each customer. Using this groundbreaking approach, retailers of all sizes can personalize the customer journey through any channel with multi-step offers that increase revenue, drive engagement, and inspire loyalty.

Want to learn more about Coherent Path?



VISIT WEBSITE:

<http://www.coherentpath.com>



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SCHEDULE A DEMO:

<http://learn.coherentpath.com/schedule-a-demo/>