

Tips & Tricks to Unlock New Insights with Audience Builder Queries

OMEDA WEBINAR



Your Host



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Audience Builder Query Demo



What we covered today (part 1)

Audience Growth

- Use First Order Date field to identify new subscribers for a product.
- **Use Cases:** Special offers, promotions, newsletter growth, Odyssey voyages, welcome series, webinars, whitepapers

Very Engaged

- Use Olytics Query Skittle to identify page visit behavior.
- Use Most Recent Engagement Date field to select the different ways a customer has engaged.
- **Use Cases (Known Records):** Progressive profiling, forward to a friend email, content assets, sponsored content, surveys
- **Use Cases (Unknown Records):** Meter/Personalization to convert from unknown to known, Odyssey voyage

Query Skittles

- Offers a shortcut to building queries.



What we covered today (part 2)

Audience Search

- Open Audience Builder query in Audience Search to spot-check individual customer records.

Crosshatch Report

- Use Crosshatch Report to help you analyze demographic or geographic information.
- **Use Cases:** Regional campaigns, sponsored content, whitepapers

Field Library – Match Field

- Use the Search field with Matches Only enabled to only see the fields that contain the search term.

Field Library – Find in LHS

- Find your select field in the Field Library by clicking on the Find in LHS icon in your query.



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