



Progressive Profiling

A Client Success Story With Lessiter Media— Webinar

WHAT TO FOCUS ON IN YOUR PROGRESSIVE PROFILE CAMPAIGNS?

- Which demographics generate the most revenue?
- Which demographics are easily obtained?
- Which demographics are your known visitors missing the most?

HOW TO BUILD YOUR TARGETED AUDIENCE QUERY

GROUP 1

Select Known Audience with Olytics

Target recent visitors to X site within X date *(optional, but provides a better # of those most-likely to visit the site while the campaign is running)*

AND

GROUP 2

Demographic #1 – No Answer

OR

Demographic #2 – No Answer

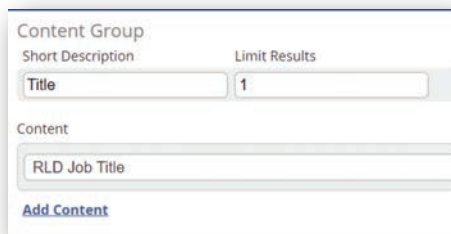
OR

Demographic #3 – No Answer, etc

HOW TO CREATE A PROGRESSIVE PROFILE FORM IN FORM BUILDER

Step 1: Create a Content Group

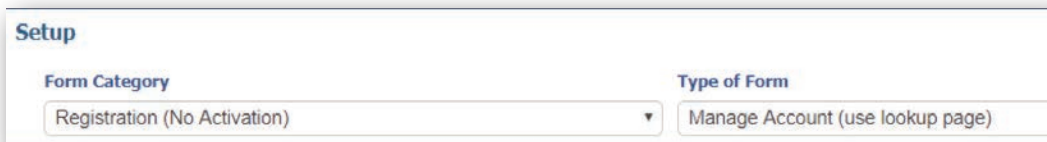
Dragon Content>>Local Client Content>>Content Group



Step 2: Create Your Form

Form Category: Registration (no activation)

Form type: Manage Account (use lookup page)



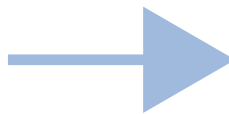
Step 2 Continued...

- You'll set up 3 different pages
 - PAGE 1: Lookup
 - PAGE 2: Content Group (this will display your demographics)
 - PAGE 3: Thank you message or close confirm Javascript

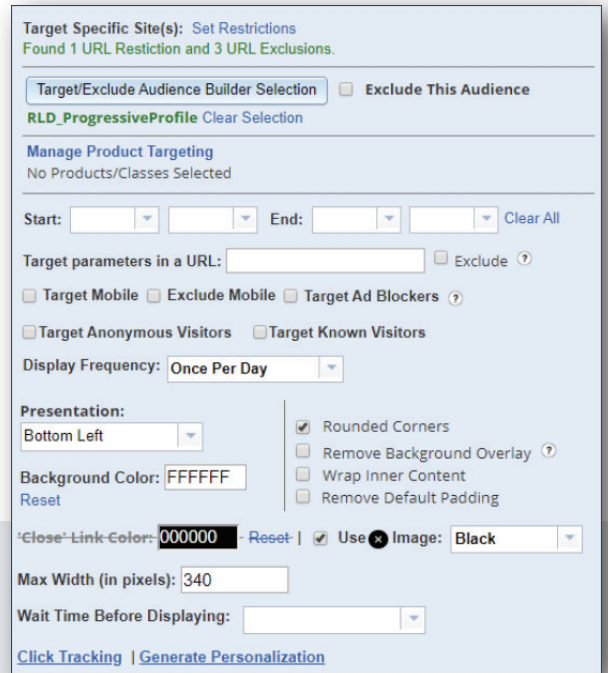


HOW TO CREATE A PROGRESSIVE PROFILE PERSONALIZATION

- iFrame your Omeda Form
- Choose your Audience Query
- Select Frequency
- Set Priority
- Test



Note: You will only see the 'lookup page' until you test it on your site



Target Specific Site(s): Set Restrictions
Found 1 URL Restriction and 3 URL Exclusions.

Target/Exclude Audience Builder Selection Exclude This Audience

RLD_ProgressiveProfile Clear Selection

Manage Product Targeting
No Products/Classes Selected

Start: [] [] End: [] [] Clear All

Target parameters in a URL: [] Exclude ?

Target Mobile Exclude Mobile Target Ad Blockers ?

Target Anonymous Visitors Target Known Visitors

Display Frequency: Once Per Day

Presentation:
Bottom Left

Background Color: FFFFFFFF
Reset

Rounded Corners
 Remove Background Overlay ?
 Wrap Inner Content
 Remove Default Padding

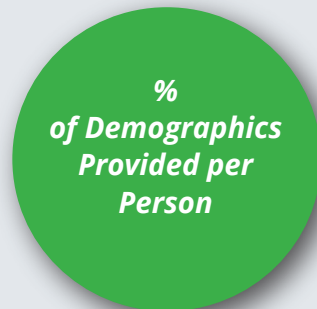
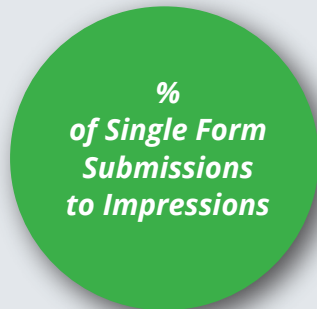
Close Link Color: 000000 Reset | Use Image: Black

Max Width (in pixels): 340

Wait Time Before Displaying: []

[Click Tracking](#) | [Generate Personalization](#)

NOTE: 2 KEY SUCCESS METRICS:



**# of form submissions /
of impressions**

**# of demographics answered /
of submissions**

SUMMARY:

