

Value Framework

Business Objectives

Grow Revenue

Manage Costs

Improve Customer Experience

Drive Operational Efficiency

Strategy

Acquire

Grow

Optimize
Media Spend

Optimize
Offer

Engage

Retain

Incorporate
Feedback

Increase
Productivity

Drive
Compliance

Metrics / KPIs

ROAS
Conversions

Trial Conversion
Paid Conversion
Carts converted
Products sold
CLTV

CPA

Discount to
Margin

Click to Ad \$
Visit to CLTV

Retention rate
Winback rate

CSAT

Campaign Lead
Time
Labor costs

Compliance Risk

Use Cases

Customer data
targeted campaigns
(RMN)

Unknown to Known
Journey

Trial
Subscription
Conversion
Full
Subscription
Conversion
Abandon Cart

Affinity
Targeting

Bundled
Promos

Dynamic
suppressions
from paid media
campaigns with
owned
audiences

Subscriber Tier
Pricing
Optimization

Newsletter
Subscriber
Welcome

New Subscriber
Welcome

Content
Recommend
Engagement
Journeys

Predictive Churn
Prevention

Winback Journey

Targeting based
on CX levels

Self-service
access to
insights and
automated
execution

Enable strict data
security /
compliance
controls

Streamline data
privacy-related
processes