iCreate

3 small steps for a BIG boost

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

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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
Create personalized creatives in our editor and present them on landing pages, website and more

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👣 **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.

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

user lead

#		Visit Date	Last lead date	Dates difference	iCreate Campaign	Page Title	Name	Phobe	Email	Source	Ex.Status	URL	Approve mail	Pageviews (6 months)
⊟	334a1069-bd6b-92ea-8e39-	11/11/2021 12:55:48 PM	02/11/2021 4:15:21 PM	9	12872_____Think_Big	SUV cars	Adam smith	010958	@gmail...	google	Meeting was set	carsales____.co.il	No	3

Visits

Page Title	Date	Platform	Scroll	Stay on page	Source	URL
	11/11/2021 12:55	Mobile	68%	92sec	google	https://carsales____.co.il/carsale...
	02/11/2021 16:15	Mobile	72%	75sec	google_think_big	https://carsales____.co.il/carsale...
	02/11/2021 16:21	Mobile	31%	331sec	google_think_big	https://carsales____.co.il/carsale...

all the different visits

user activity

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⬤ Step 2: Segmentize

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

in "iCreate segment and audience module" you can set rules on user's actions, engagement and status from various platforms to define user interest and include them into audiences. User can be included or excluded from specific segment.

Segment example:

SUV cars			17/11/2021	Known users: 632 👤	Unknown users: 490 👤

		Asset type	Condition type	Field	Operator	Value	Dates
✏️ ❌	1	Ext. website	VIsit	URL	Ends With	Car	Last 11 days
✏️ ❌	1	Landing pages	VIsit	Host	Contains	SUV	Last 11 days

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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**.

Segments ⌄

Luxury car rental

SUV rental

Family car rental

Camping trucks rental

AND MANY MORE!

SUV rental segment

20% OFF

Special deals
on SUV rentals

leave your contact info

Luxury car rental segment

15% OFF

Special deals
on luxury cars
rentals

leave your contact info

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

Step 3: Anonymous users

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

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Have any more questions?

Feel free to contact us:

support@icreate.marketing