TIPS & TRICKS TO SEGMENT YOUR ODYSSEY AUDIENCE

Learn how to segment your audience within Odyssey voyages to help better engage your audience and optimize your marketing strategies.

Ryan Olson, Client Success Manager at Omeda, shares some ideas and best practices.

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CLIENT SUCCESS MANAGER
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Use Case 1

Split up a large list for 3rd Party campaign

- Output campaign query into Segments in Audience Builder.
- Segments will appear in the AB Field Library.
- Create new query in AB for Odyssey Audience.
- Add first segment of customers to query.
- Create a continuous Odyssey voyage.
- Use new query in Audience element.
- Schedule voyage and monitor email send(s).
- Open Audience query in AB and add next segment when you are ready to send to the next batch of customers.
- The Odyssey voyage can remain in progress – it will reference the original AB query to which you can add segments and save over time.

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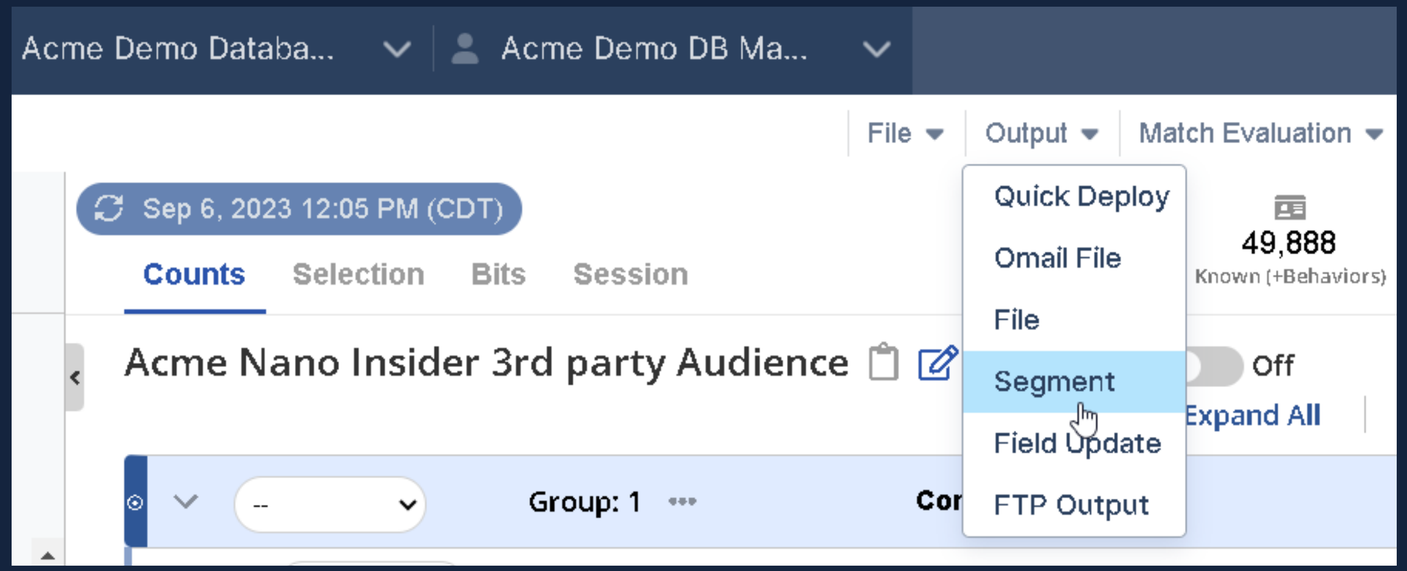
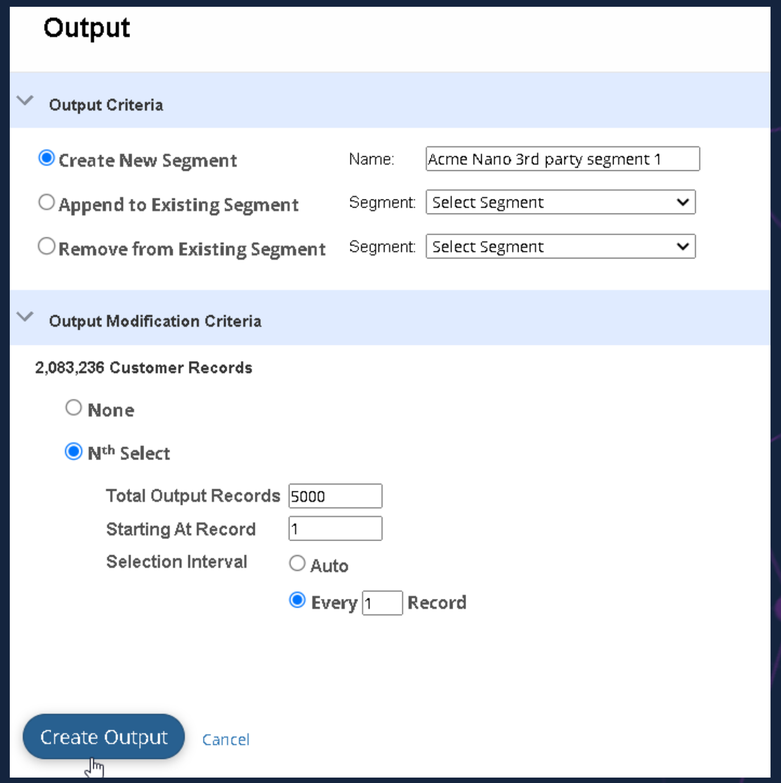
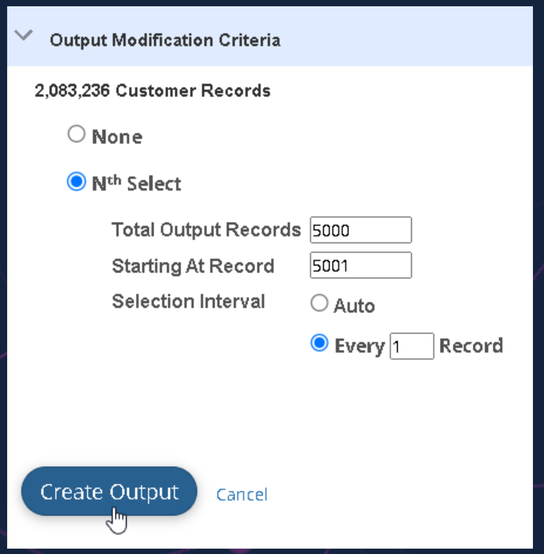
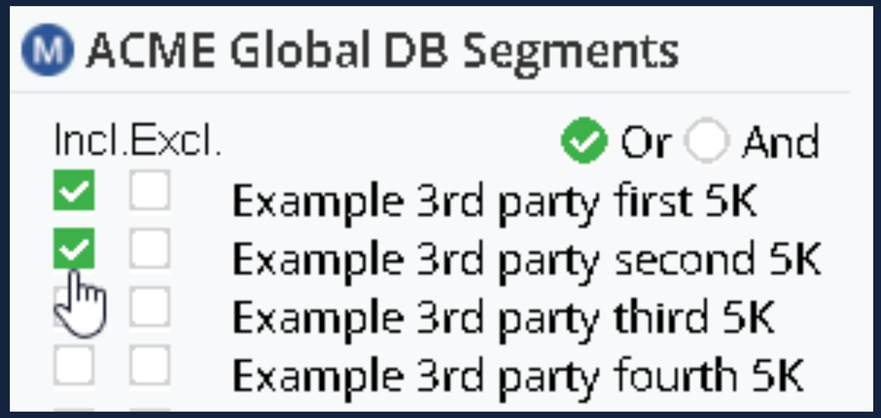
Output Segments

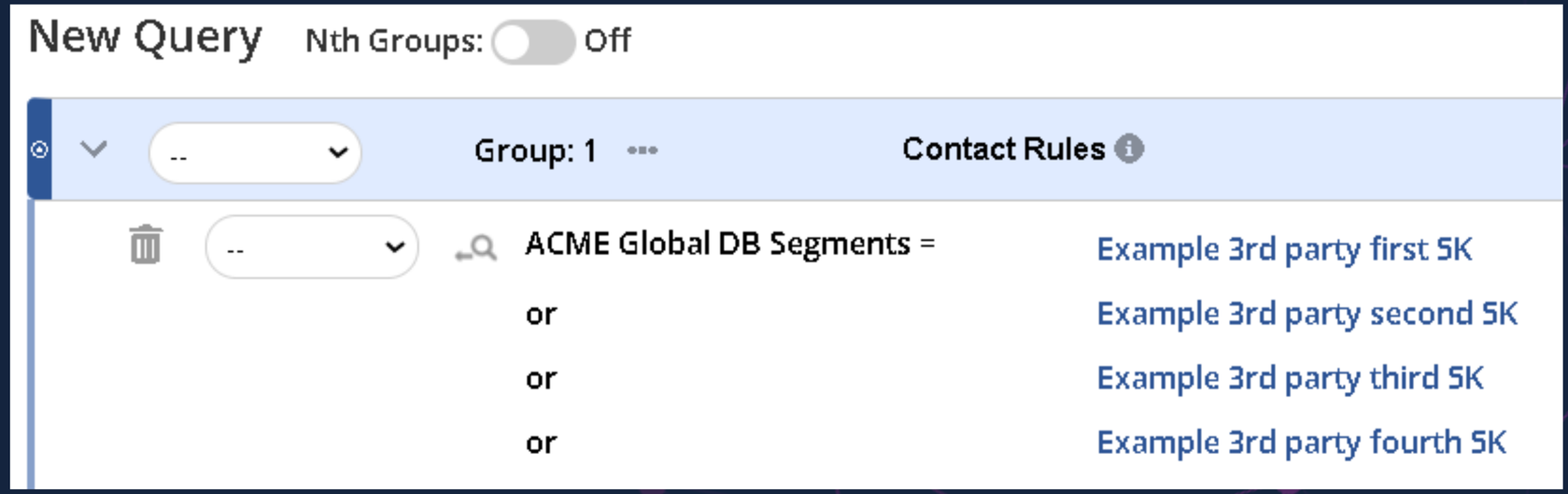




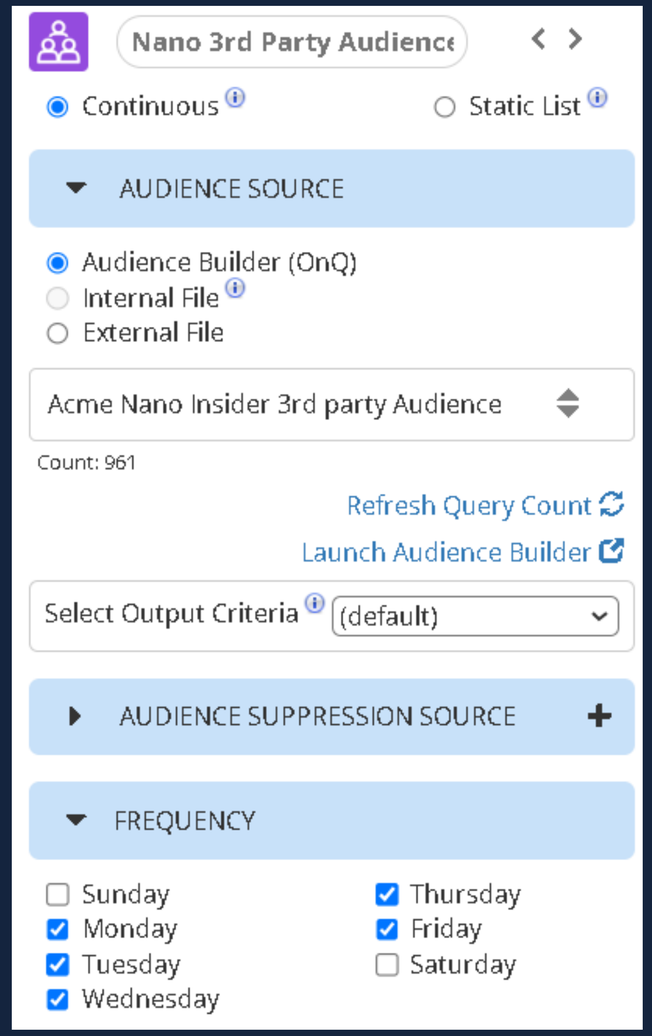


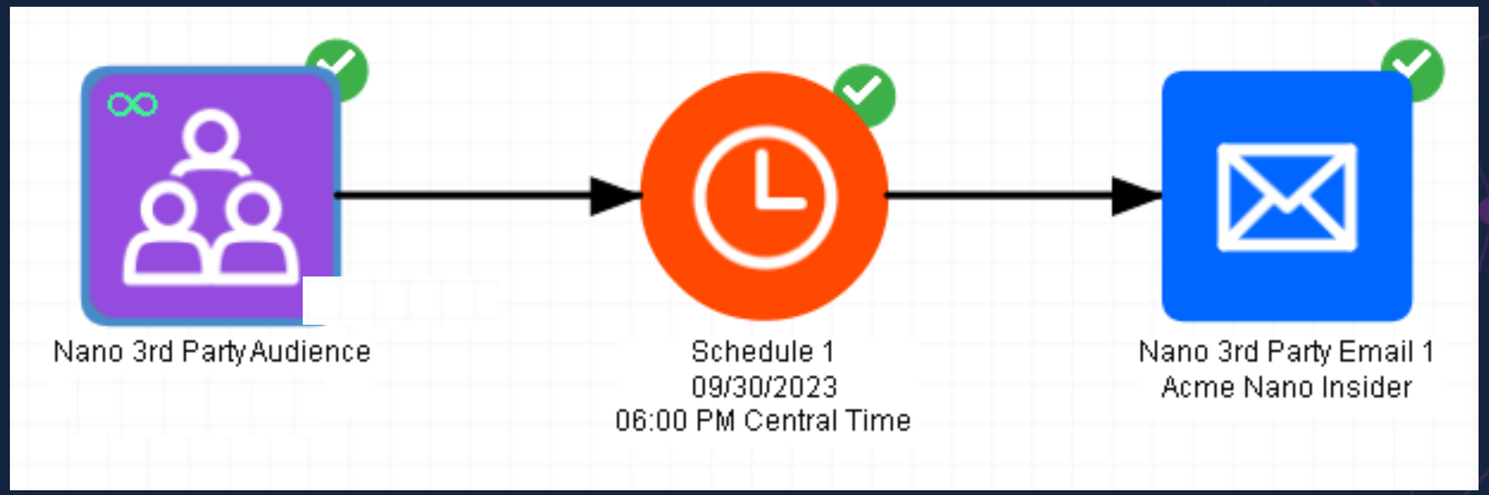
Add Segments to Audience





Create Continuous Odyssey





Then add additional segments over time to In Progress Voyage

Use Case 2

Split up large Audience Builder query into 5K over an audience that is only mailed to every 3-6 months, such as a magazine renewal campaign.

- Create an Odyssey, use 1 Split element; and multiple Wait elements for each send.
- Wait times could be 3 days, 5 days, 7 days, etc.
- All Wait elements can be linked to one Email element.

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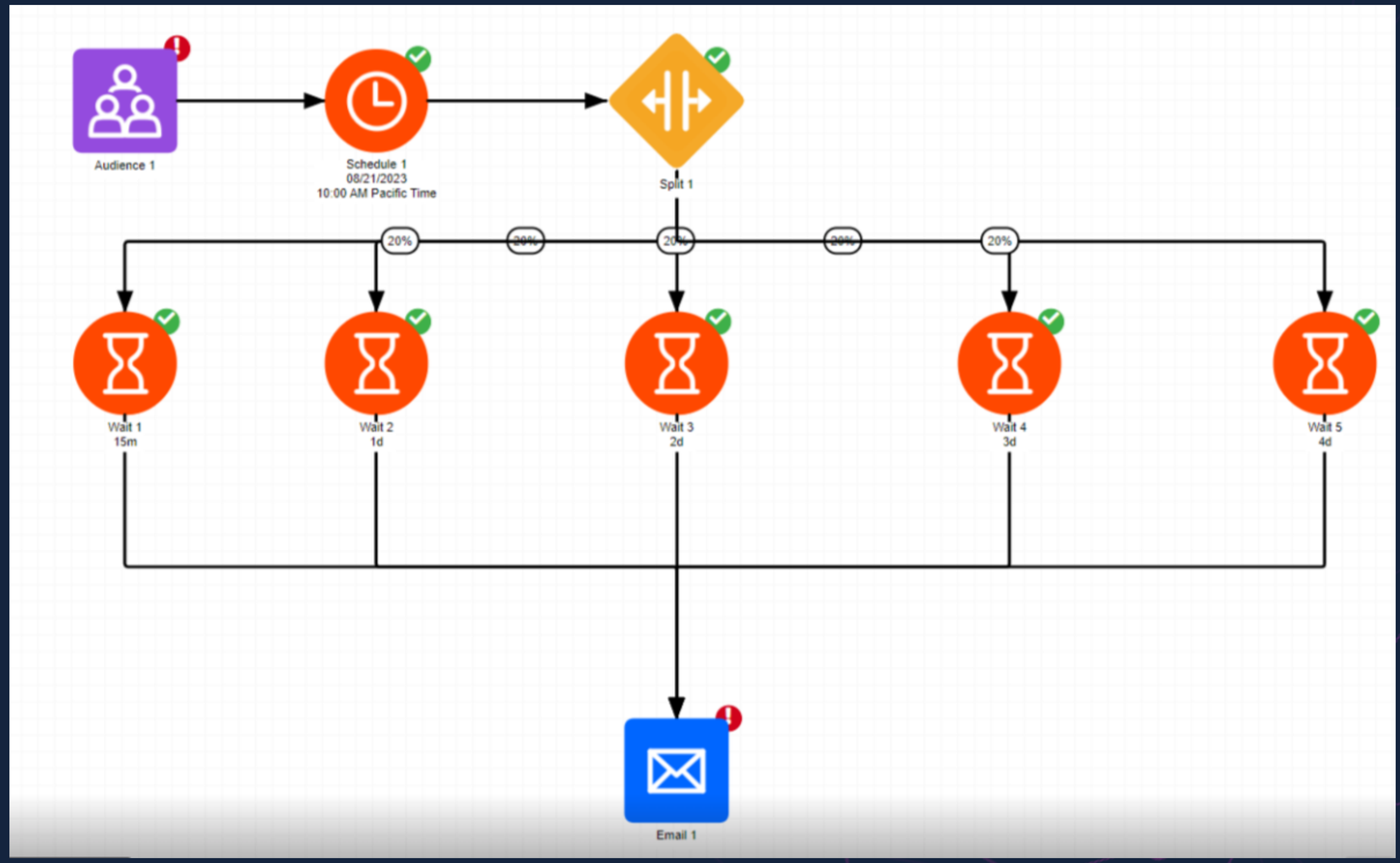
Use Case 2



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Use Case 3

Split up Audience to test Personalization versions.

- Create continuous Odyssey with Split element and 2 Personalization elements.
- Can also add Wait elements after 15 days for example, then switch versions for each audience group – so each group sees both versions for 15 days.
- Benefit: A way to A/B test Personalization jobs; see reporting/results on one canvas; fully automated; uses dynamic Audience Builder query.

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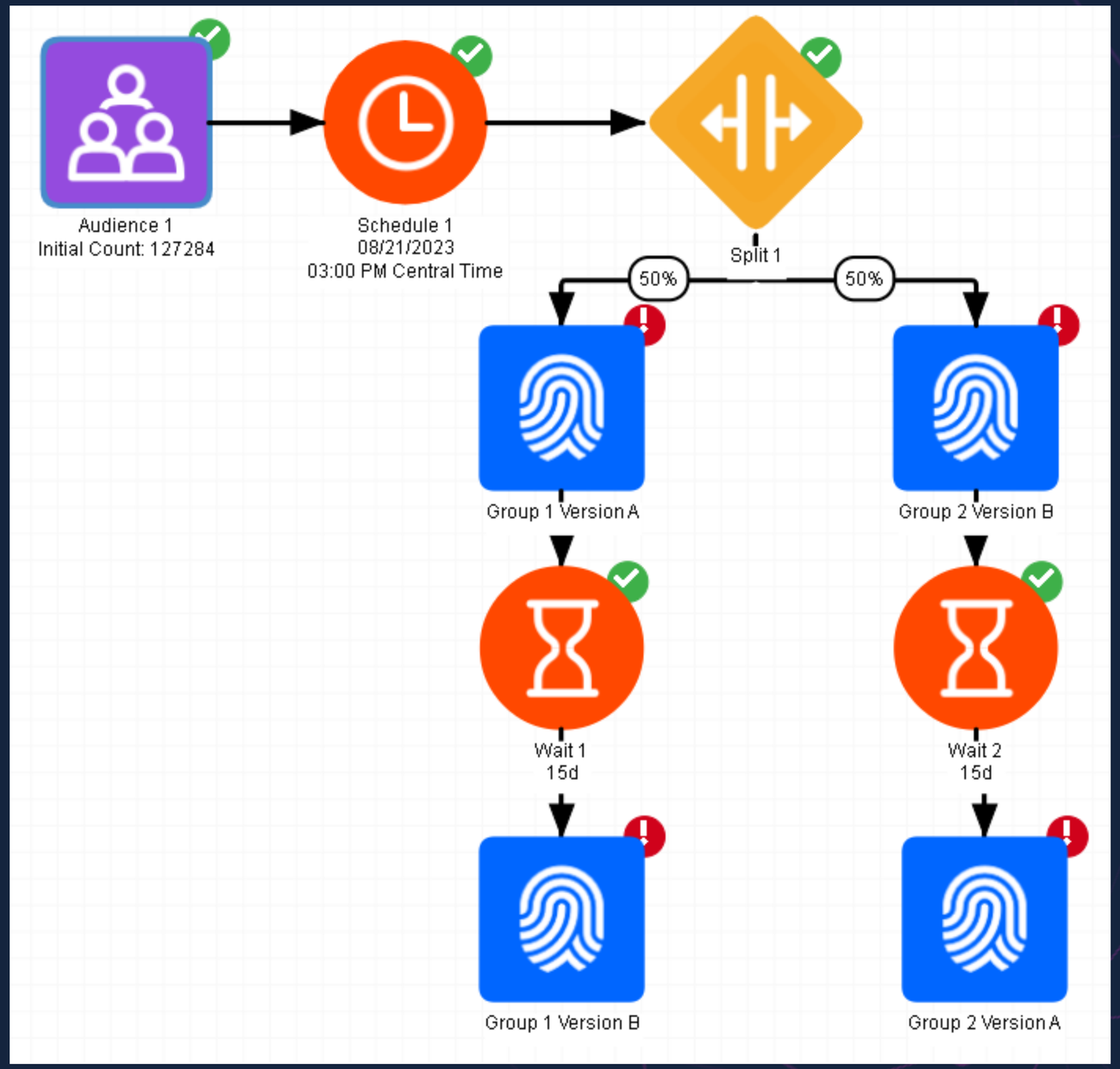
Use Case 3



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Questions

Q:

A:

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THANK YOU FOR JOINING

We will post a recording of this webinar on the Omeda website.

Check out some of our other webinars here:
https://www.omeda.com/resources/webinars/

Training videos:
How to Output a Segment in Audience Builder
Using the Split Element in Odyssey

Omeda Academy:
Odyssey 101
Personalization 101

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Questions

Q: If we create segments, where do we find them in Audience Builder?

A: Once you output a segment, you can refresh the browser and the segments will appear in a folder at the bottom of the Fields Library (or in an existing segment folder.

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Questions

Q: For Use Case 2, if we have multiple Wait elements connected to one email element, will the reporting be in one report?

A: Yes, you'll have one Deployment Delivery Report that will be updated as additional customers move into the Email element and are delivered.

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Questions

Q: In the use case for testing Personalization versions in Odyssey, does the split element just randomly split up the audience? Or is there a way to control which customers are in each group?

A: The split element just randomly splits up Audience based on percentages entered, which is probably ideal for an A/B test. You could use queries and set up different versions in the Personalization UI also though.

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Questions

Q: What if we want to split up an audience for an exit intent or scroll trigger Personalization, how could we do that?

A: Yes, only standard and inline Personalization types can be set up in Odyssey. You can use Audience Builder segments to split up a query and set up exit intent or scroll trigger types in the Personalization UI.

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