

Uncover contact fatigue

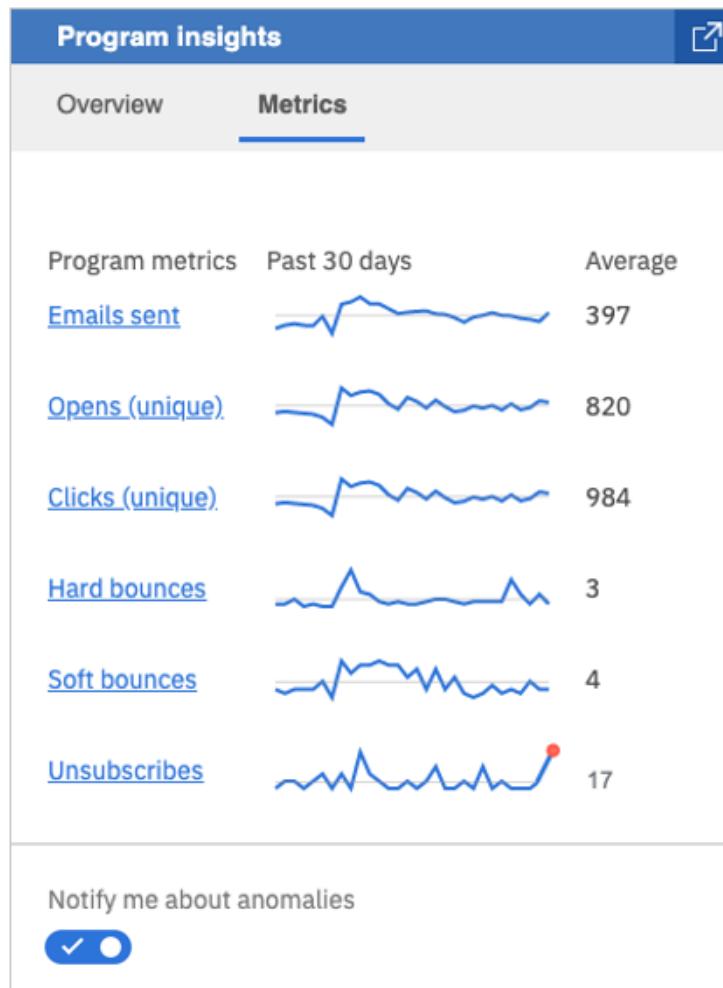
Using anomaly detection to spot problems in time to fix them

If you are running a program that's working well, it's natural to want to tweak it to build on the success. Maybe you can change the greeting, try a new subject line, configure the program to send email more frequently, or add a new email step.

How much is too much? The analytics and anomaly detection give you a way to quickly and easily see the results of your changes. The Unsubscribes metric can be a particularly effective indicator.

Let's say that you run a program that sends monthly emails to your loyalty club customers. Response rates have been good, but they don't quite measure up to what your company is looking for. So, you try a bolder subject line. Within a couple of days, unique clicks go up a bit, so it appears that your customers are paying attention.

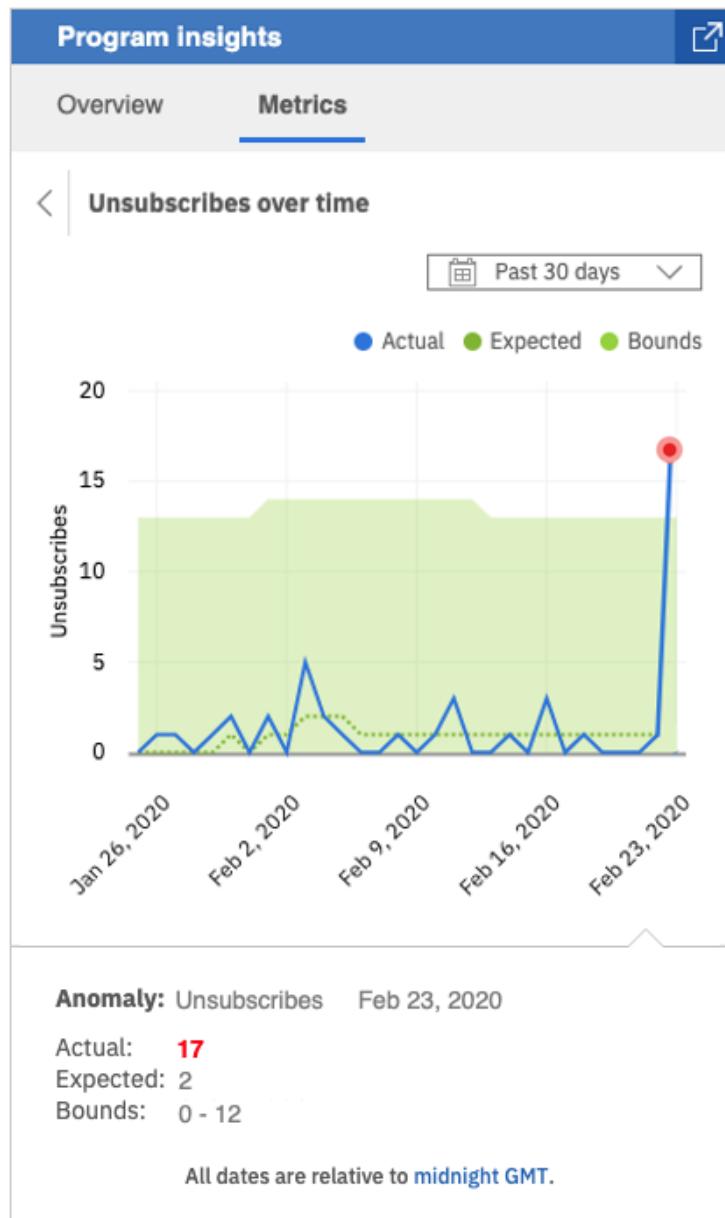
Next, you try switching from monthly emails to weekly emails, expecting that more is better. However, soon after you make the change, you get a system notification that an anomaly has been detected in the Unsubscribes metric for your loyalty program. You open the Metrics tab in the program to learn more.



The red dot on the trend line indicates an unexpected spike in unsubscribes. Perhaps this time, you realize, more is not better.

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Looking at the Unsubscribe details quickly shows the effect of the change in email frequency. Lots of your loyalty customers are suddenly opting out of future communications. This isn't what you want to see, or something that can be allowed to drag out for long. It inhibits the success of future campaigns and you might even be damaging your sender reputation. Now that you've seen the effect of your recent change, you determine that it would be a good idea to go back to contacting your loyalty customers less frequently.



Fortunately, you discovered this problem in time. Previously, you might have relied upon weekly or month-end reports. Now, you can depend on anomaly detection to provide more timely alerts.

You can trust the AI-supported insights to know when your program isn't performing as expected so that you can proactively respond and maintain just the right touch with your customers.