

# Audience Reporting Playbooks



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Lytics' Audience Reporting is a powerful tool if you know how to use it. This playbook will walk you through a couple of different Reports that may be of use with your customers and prospects

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# Web Data Report

This Report uses fields captured by our Javascript Tag, and should work out of the box for most accounts.

## How Lytics Helps:

- Capture the value of OOB Lytics Fields and Audiences
- Visualize the data you get from Lytics' JS Tag
- Good for visualizing ROI and value quickly

**Level of Effort: Easy**

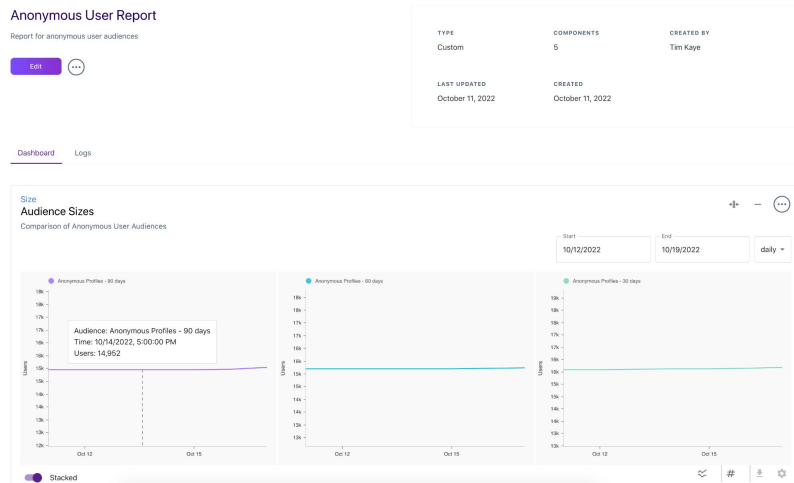
## Things to consider...

- Does my account have web data?
- Does my account have custom audiences?

# Web Data Report: Step 1

## Create Report and Size Component

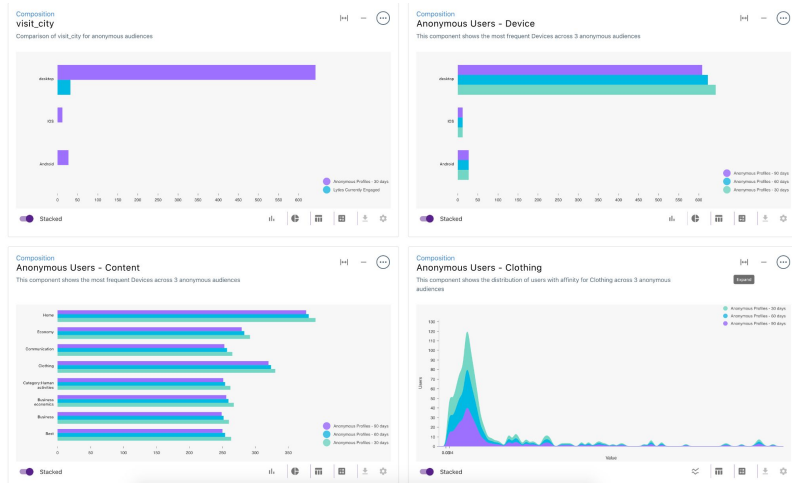
- Navigate to [app.lytics.com/reports](https://app.lytics.com/reports)
- Create a New Report
  - Name: “Web Data Report” (or whatever you choose)
  - Description: “Analyze data collected from Web” (or whatever you choose)
- Click “+ Add New Component” and select “Size”.
- Under “Edit Component”, add the following Audiences:
  - Anonymous Profiles - 30 Days
  - Anonymous Profiles - 60 Days
  - Anonymous Profiles - 90 Days
- Your report should look like this →



# Web Data Report: Step 2

## Add Composition Components

- Add **Composition** components for the following fields:
  - **Scores:** Score\_quantity, score\_frequency, score\_momentum, ...
  - **Content:** lytics\_content, lytics\_content.X, ...
  - **UTM:** Utm\_sources, utm\_campaigns, utm\_mediums, utm\_terms
  - **Demographic:** devices, visit\_city, visit\_country, visit\_ct, hourly,
- Shrink Components
- Your Report should look like this →



# A/B Testing Report

Compare audiences used in an A/B Testing with an Audience Report.

## How Lytics Helps:

- Compare fields across A/B Test groups
- Track performance of each group
- Look for trends/differences between groups

**Level of Effort: Easy/Medium**

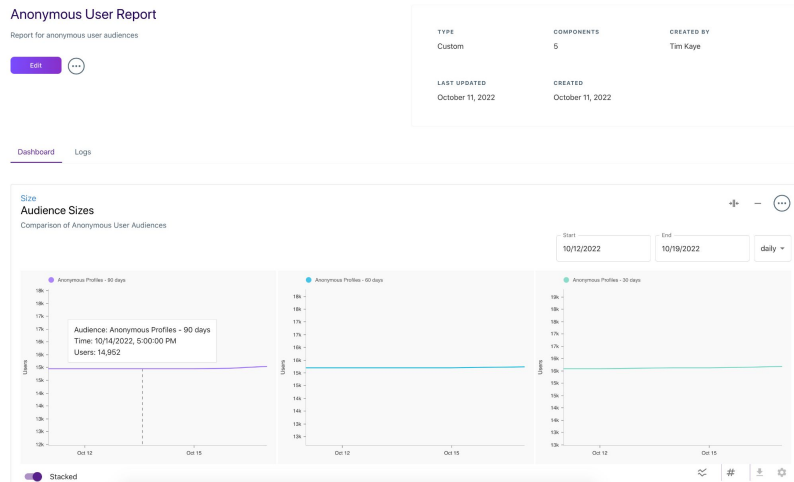
### Things to consider...

- Does my account have A/B Tests running?

# A/B Testing Report: Step 1

## Create Report and Size Component

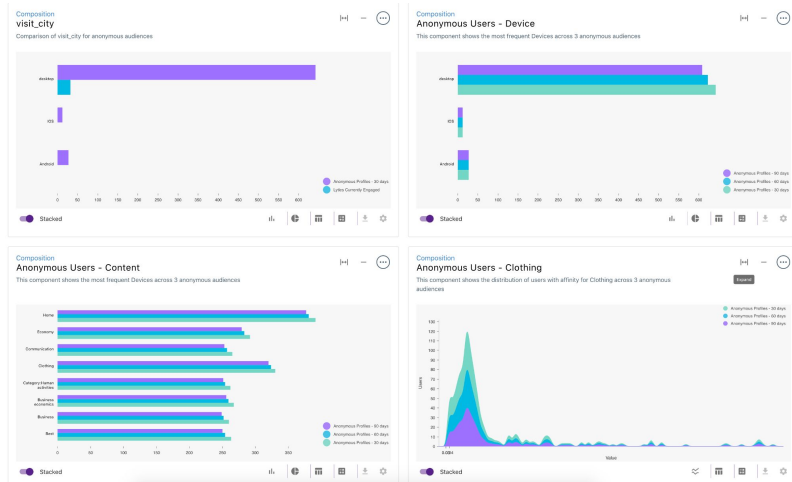
- Navigate to [app.lytics.com/reports](https://app.lytics.com/reports)
- Create a New Report
  - Name: "A/B Test Report" (or whatever you choose)
  - Description: "Report For A/B Test" (or whatever you choose)
- Click "+ Add New Component" and select "Size".
- Under "Edit Component", add the audiences (test groups) associated with your A/B Test
  - Ex: A/B Test Group 1, A/B Test Group 2
- Your report should look like this →



# A/B Testing Report: Step 2

## Add Composition Components

- Identify fields in common between the A/B Test groups
  - Click on a user profile and look for fields that seem meaningful
- Add **Composition** components for the fields derived in step (1)
- Shrink Components if necessary
- Your Report should look like this →





# Shopify Purchaser Report

This Report uses fields captured by our shopify integration

## How Lytics Helps:

- Visualize the data you get from Lytics' Shopify Integration
- Display product affinities using Lytics' Content Engine

**Level of Effort: Medium/Hard**

### Things to consider...

- Does my account have Shopify data?
- Do I already have an Affinity Config setup?

# Shopify Purchaser Report: Step 1

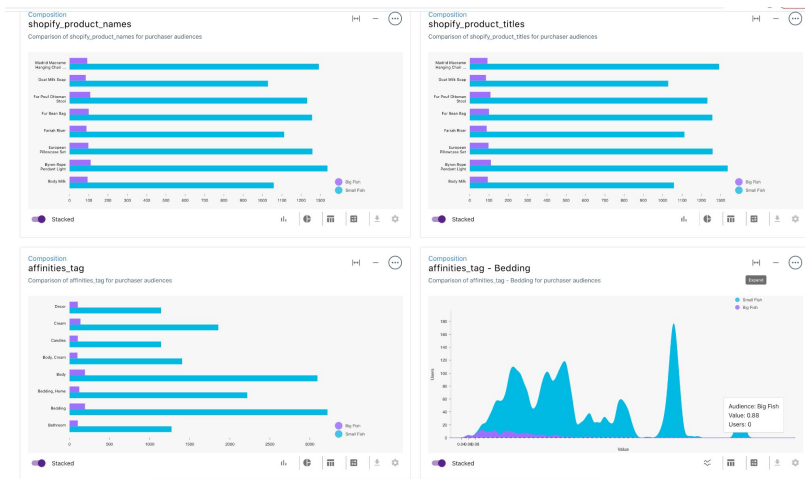
## Import Shopify Data & Create Affinity Config

- Import Shopify Product Data
- Talk to Lytics' Data Science Team (via #datascience or in Office Hours) to create an Affinity Config for Shopify data

# Shopify Purchaser Report: Step 2

## Add Composition Components

- Add **Composition** components for the fields collected from Shopify, and from the Shopify Affinity Config:
  - **Shopify:** `shopify_first_order_ts`, `shopify_last_order_price`, `shopify_product_titles`, `shopify_product_names`, `total_shopify_products_ordered`, `shopify_total_spent`, `shopify_purchase_ct`, etc
  - **Content:** `shopify_purchase_topics`, `shopify_purchase_affinity`
- Components
- Your Report should look like this →



# Lookalike Model Report

This Report can be used to create a dashboard for a Lytics Lookalike Model.

## How Lytics Helps:

- Make sense of Lookalike Models
- Compare top features of a Lookalike Model

**Level of Effort: Easy**

### Things to consider...

- Does my account have Lookalike Models?

# Lookalike Model Report: Step 1

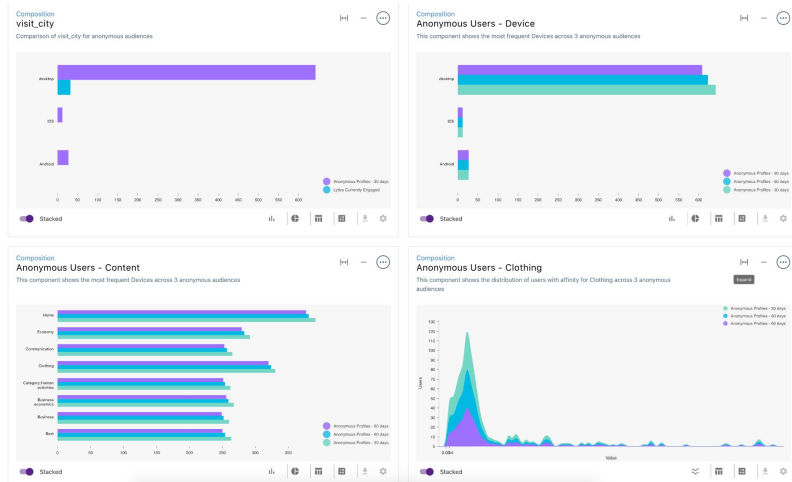
## Create Report and Size Component

- Navigate to [app.lytics.com/reports](https://app.lytics.com/reports)
- Create a New Report
  - Name: "Lookalike Model Report" (or whatever you choose)
  - Description: "Analyze Lookalike Models " (or whatever you choose)
- Click "+ Add New Component" and select "Size".
- Under "Edit Component", add the following Audiences:
  - **Source** used in Model
  - **Target** used in Model

# Lookalike Model Report: Step 2

## Add Composition Components

- Navigate to Lookalike Model Page and find Top Features
  - Click on the Network Tab and look at the response from the ML API to find more features
- Add **Composition** components for each of the Top Features
- Shrink Components if necessary
- Your Report should look like this →



**Thank you!**

