

Align Objectives to the Appropriate Audience

Once you have defined a clear goal, it is important to align it with the appropriate audience at the right time in their customer journey through the conversion funnel.

Define High-Level Segments

You likely don't have just one target audience. You have many. While each customer experience should be unique, it is important to organize and categorize the varied individuals who interact with your brand into segments in order to deliver the right message to them. You can determine your audience's demographics, choices, and interest by analyzing each segment likely to interact with your brand based on historical data and industry standard data and by identifying key aspects of their commonality.

'Listening' with Data Collect Actions

[Data Collect](#) actions allow you to unobtrusively identify key aspects of an audience for categorization and ultimately for testing and personalization. Add a Data Collect action to the [WHAT](#) part of a Monetate experience.

You can make some broad categorizations about your customers within a few simple interactions on your site:

- Are they a new or returning visitor?
- Are they logged in or logged out?
- What type of device are they using?
- Where are they located geographically?

Use these details to create audience segments that you can use in the [WHO](#) part of an experiences.

Keep in mind that everything presented in these training materials is only the baseline for the strategic approach you can take with Monetate. The Strategy and Insights team is here to help develop a personalized approach to your specific business goals. Contact your Client Success Manager (CSM) for more information.