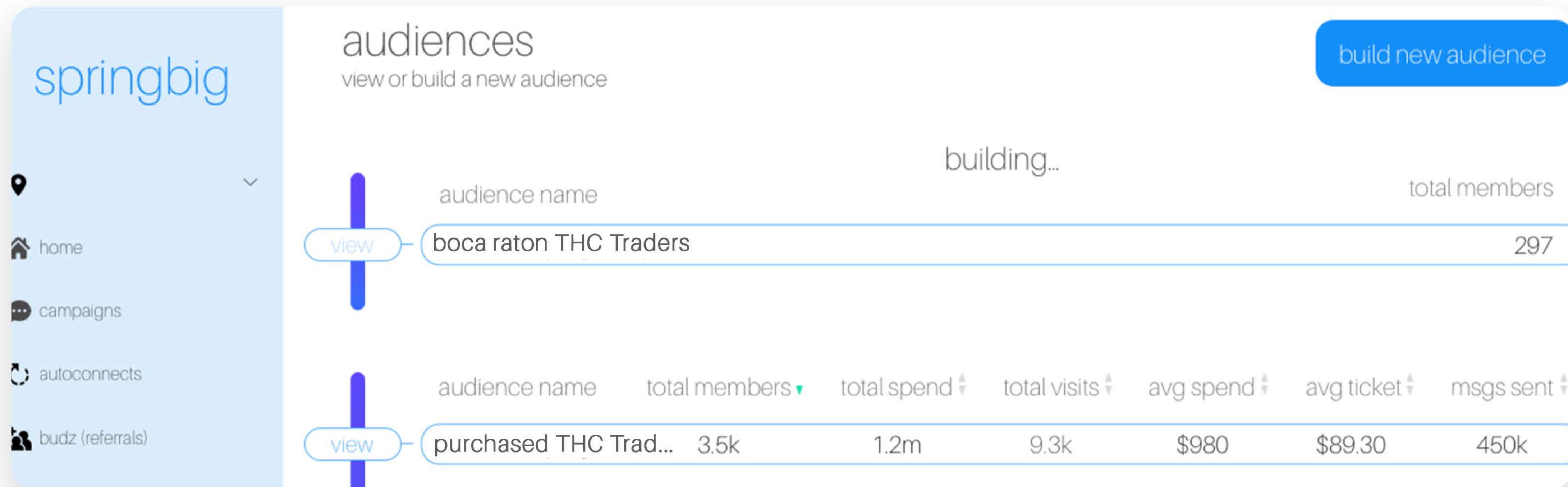# audiences guide

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audiences feature

audiences allows merchants to build, analyze, and target specific groups of customers. this feature gives the merchant the ability to build and view important KPIs of a specific audience so that they can create targeted marketing campaigns and send targeted offers to that customer group. in this way, merchants can learn about their target audiences, no matter how specific, before they begin a marketing campaign so that they can create the most effective and relevant campaign or offer for that audience
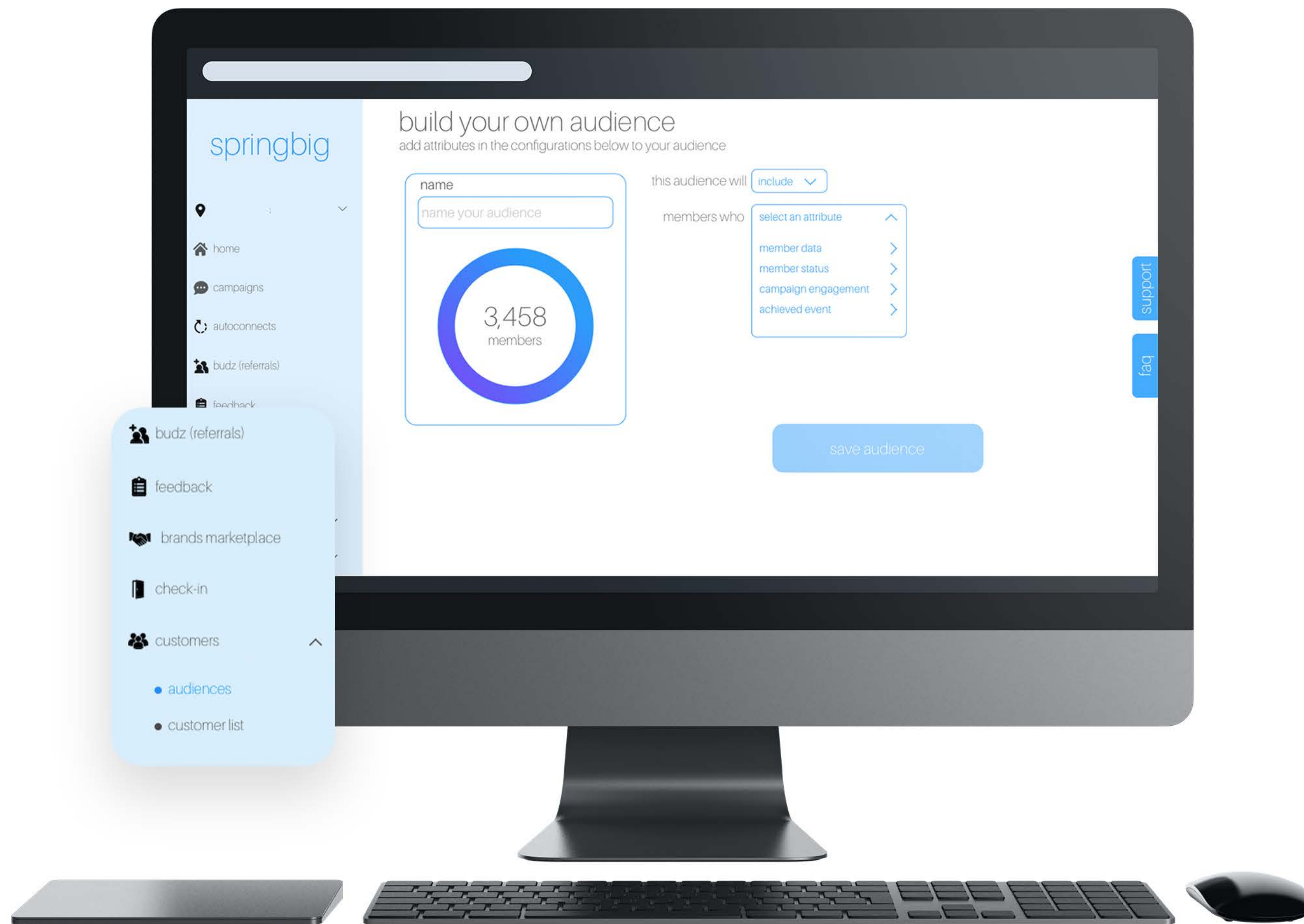
this guide will walk you through how to use this powerful tool with step by step instructions accompanied by an example. in this example, the merchant wants to target big spenders of a specific brand at a specific location. to do this, they create an audience of customers who have spent over $200 on the brand THC Traders in the past 30 days and have their primary location set as Boca Raton
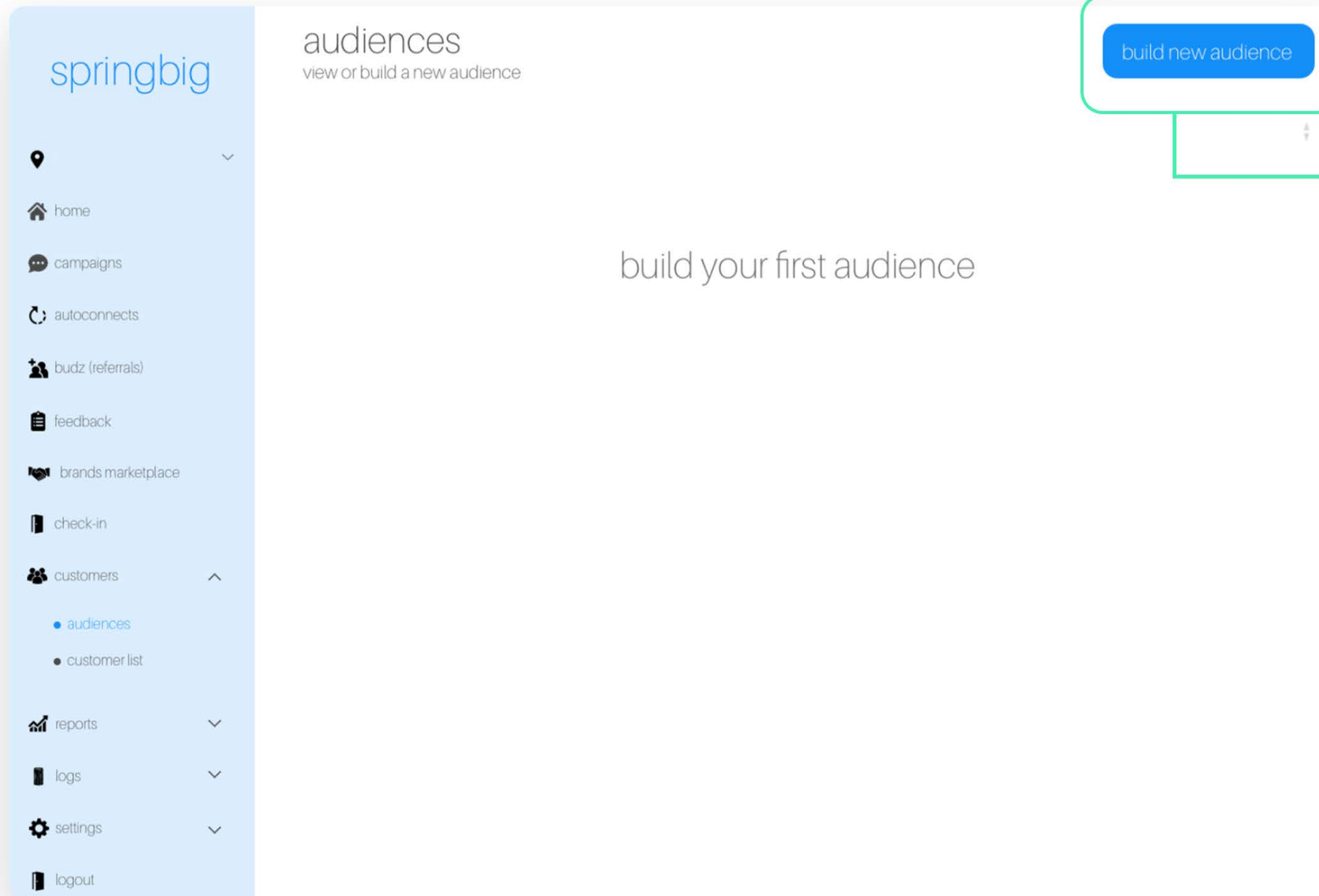
feedback

brands marketplace

check-in

customers ⌄

● audiences

● customer list

step 1 ⬤

in the **navigation tab** on the left side of the screen, click on the **customers** drop down, then select **audiences**

audiences
view or build a new audience

build new audience

build your first audience

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⌖ ∨

🏠 home

💬 campaigns

🔄 autoconnects

👥 budz (referrals)

📋 feedback

🤝 brands marketplace

🚪 check-in

👥 customers ∧

● audiences

● customer list

📊 reports ∨

🚪 logs ∨

⚙️ settings ∨

🚪 logout
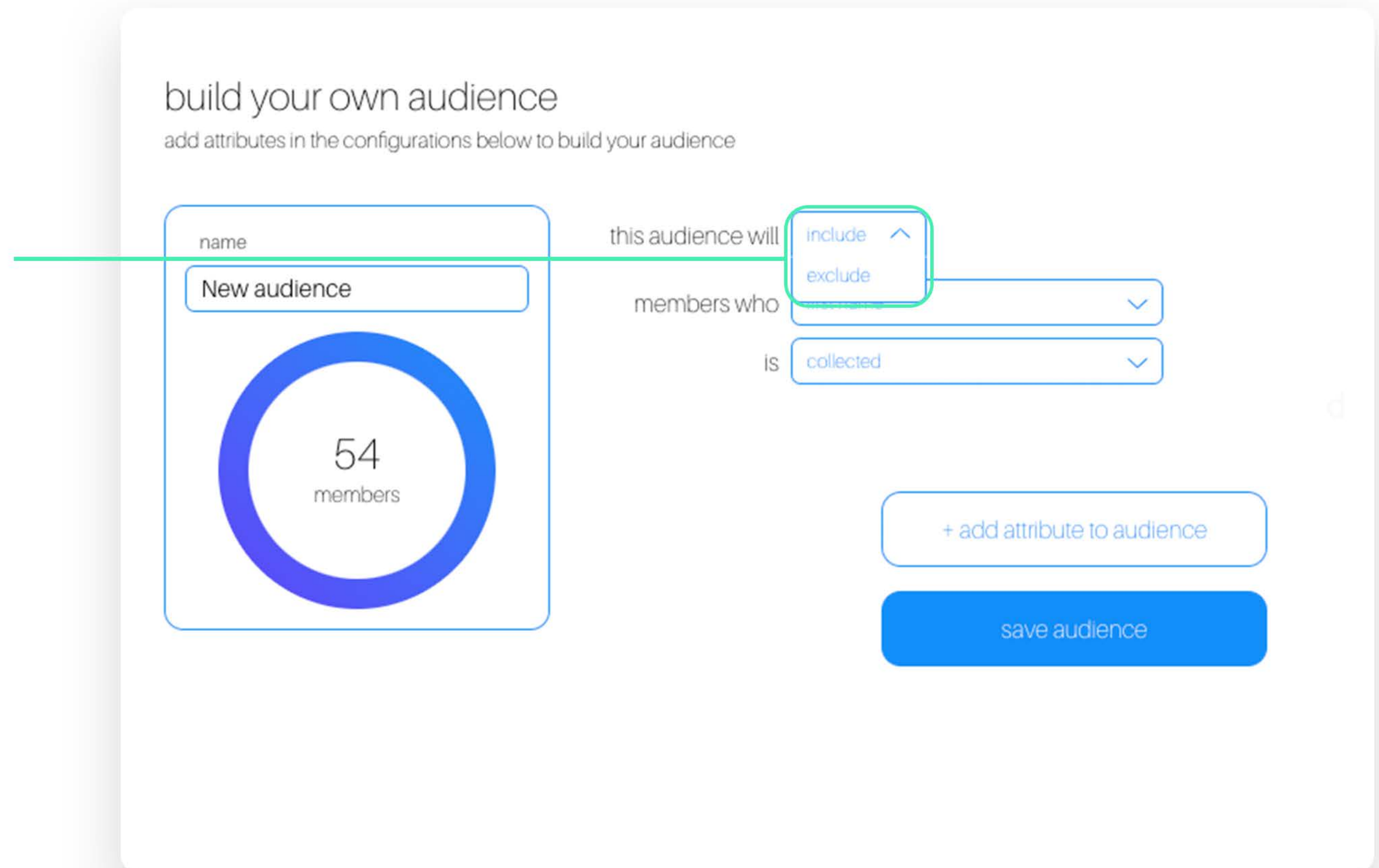
step 2 ⬤

on the audiences page, click on build new audience

note: once clicked, you will be taken to the build your audience page, where you will be able to build out your target audience based on certain attributes you wish for your target audience to include or exclude

step 3 ⬤

build your target audience by configuring attributes you want it to include and exclude. When building, the sky's the limit. there are hundreds of different member attributes to choose from, some of which can be further specified with advanced attributes, which combined give merchants the ability to create a limitless number of target audiences

select an **attribute**. depending on whether or not you selected **include** or **exclude**, the attribute you select will be included in or excluded from the audience

build your own audience
add attributes in the configurations below to build your audience

name
New audience

54
members

this audience will include ⌄
                    exclude

members who

is collected ⌄

+ add attribute to audience

save audience

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step 4

choosing member data as an attribute will let you target members who...

- first name
- last name
- address 1
- address 2
- city
- region
- country
- locations
- primary location
- gender
- medical/recreational

build your own audience

add attributes in the configurations below to build your audience

name

New audience

0
member

this audience will   include

members who   first name

is   ← back   member data

first name
last name
address 1
address 2
city
region
country
locations
primary location
gender
medical/recreational

springbig

step 5

choosing member status as an attribute will let you target members who...

- opted into sms
- opted into email
- opted into push
- opted into loyalty
- signature captured
- hipaa captured
- opted out of sms
- outed out of email
- have downloaded app
- pin code set up

build your own audience
add attributes in the configurations below to build your audience

name

New audience

0
member

this audience will include

members who first name

is < back   member status

opted into sms
opted into email
opted into push
opted into loyalty
signature captured
hipaa captured
opted out of sms
opted out email
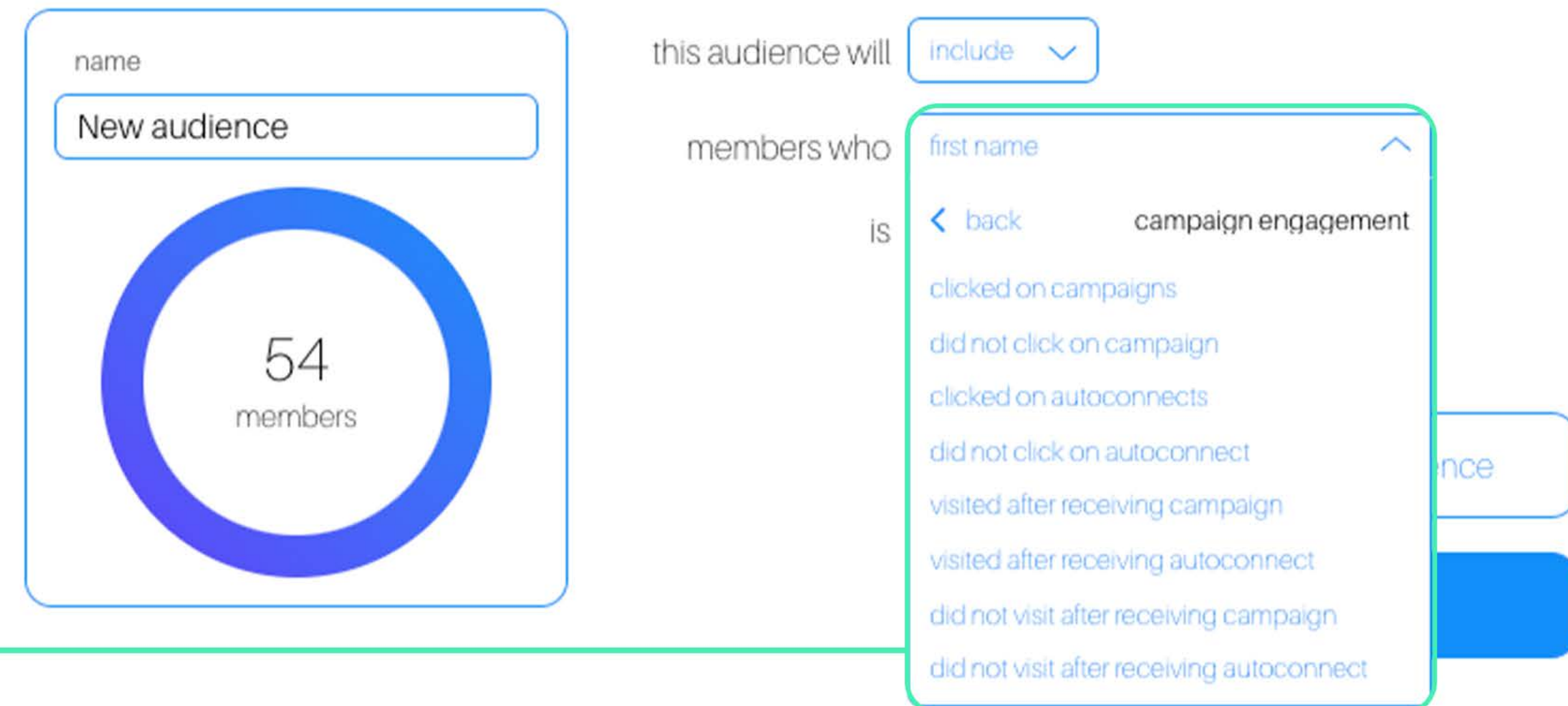have downloaded app
pin code set up

springbig

step 6

choosing campaign engagement as an attribute will let you target members who...

- clicked on campaigns
- did not click on campaign
- clicked on autoconnect
- did not click on autoconnect
- visited after receiving campaign
- visited after receiving autoconnect
- did not visit after receiving campaign
- did not visit after receiving autoconnect

build your own audience

add attributes in the configurations below to build your audience

name

New audience

54
members

this audience will include

members who   first name

is   ‹ back   campaign engagement

clicked on campaigns
did not click on campaign
clicked on autoconnects
did not click on autoconnect
visited after receiving campaign
visited after receiving autoconnect
did not visit after receiving campaign
did not visit after receiving autoconnect

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step 7

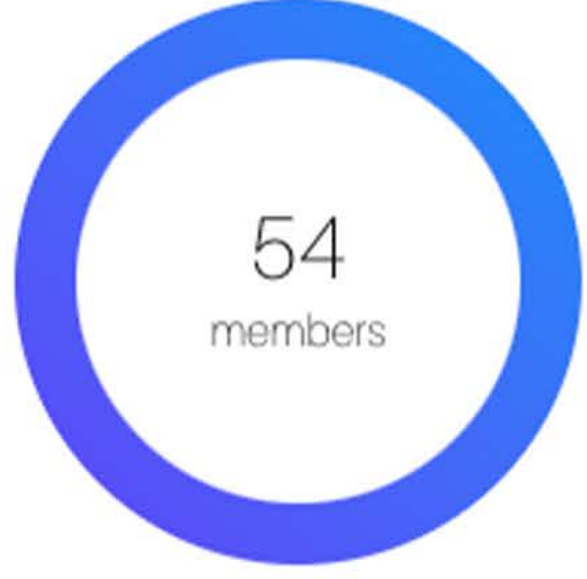choosing **achieved event** as an attribute will let you target members who...

- purchased brand
- purchased category
- average spend
- total spend achieved
- total visit achieved
- purchased on day of week
- purchased within calendar range
- purchased within hours of the day
- purchased within transaction range
- offer redeemed
- reward redeemed

build your own audience
add attributes in the configurations below to build your audience

name
New audience

54
members

this audience will include ⌄

members who first name ⌃

is ‹ back   achieved event

purchased brand
purchased category
average spend
total spend achieved
total visits achieved
purchased on day of week
purchase within calendar range
purchase within hours of the day
purchase within transaction range
offer redeemed
reward redeemed

step 8

in this example, we want our audience to include customers who have purchased the brand THC Traders. to do this, we would click the **select an attribute** drop down, click **achieved event**, then **purchased brand**, then select **THC Traders**

step 9 ⚫ optional

curate your audience even more by clicking the **advanced** drop down

note: only some attributes will have the **advanced** drop down

build your own audience
add attributes in the configurations below to your audience

name

name your audience

305
members

this audience will include ⌄

members who purchased brand ⌄   THC Traders ⌄

and spent more than ⌄ $200

within day range ⌄   30

advanced ⌄

+ add attribute to audience

save audience
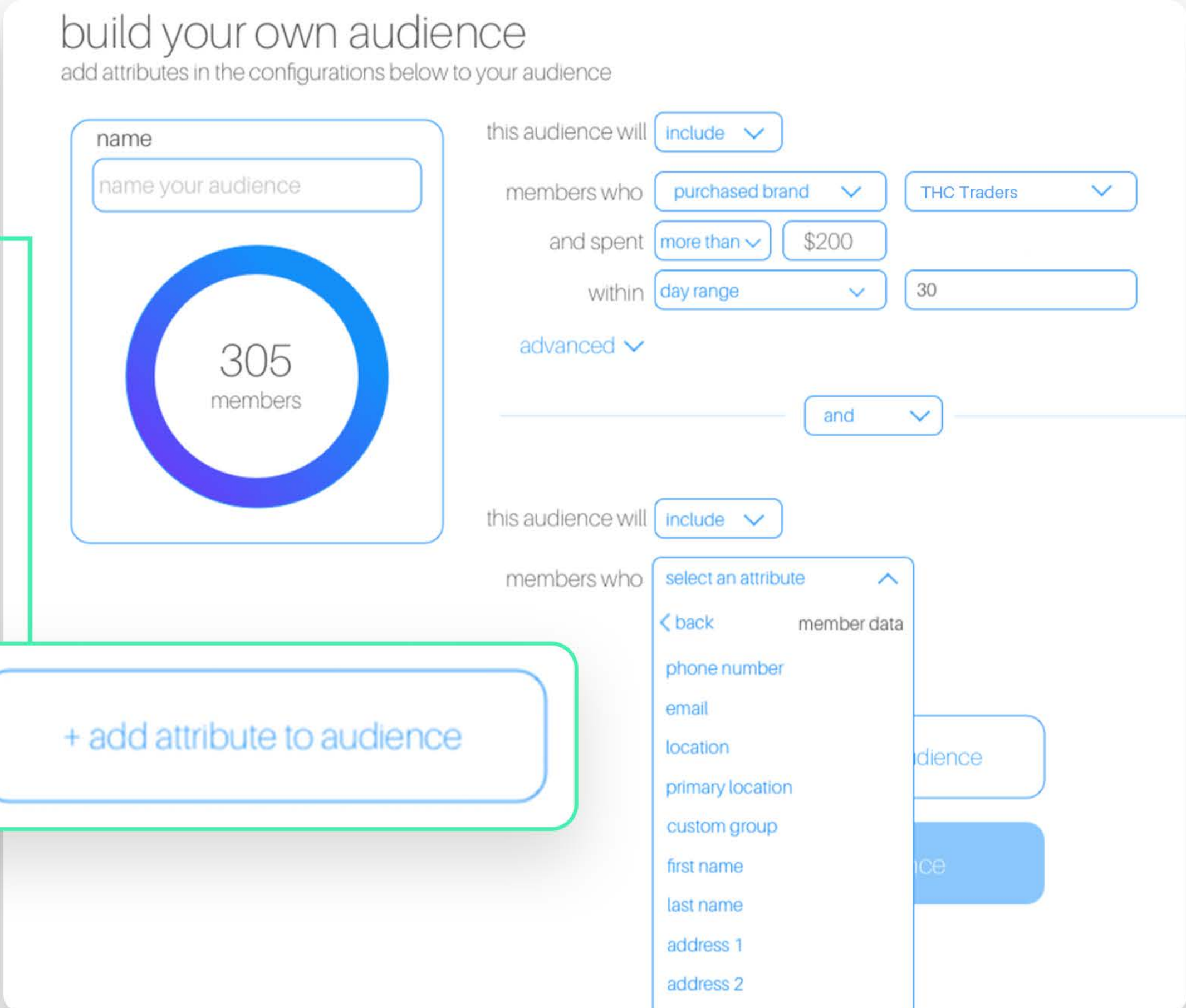
in this example: we don't want all customers who have purchased the brand THC Traders to be included, we only want those who have spent more than $200 in the last 30 days. to do this, we would use the **advanced** drop down, select **define total spend** next, we indicate if we want the customer to have spent more than or less than a specific amount on that brand with the drop down, and indicate the amount as 200. then, we would open the **advanced options** again and select **define a time range**. from this drop down, we would select **day range** and indicate 30.

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step 10 ⬤ optional

continue to add attributes that are to be included in or excluded from the audience by clicking the + add attribute to audience button

note: when adding another attribute, you will have the option to choose whether the additional attribute is an additional requirement for customers to be added to the audience by choosing and, or if customers only have to possess one of the specified attributes by choosing or

in this example: we only want customers who have spent over $200 on the brand THC Traders in the past 30 days and have their primary location set as Boca Raton. we've configured the first attribute, but we still need to configure the 2nd attribute, and we want it to be required, so we would select and

build your own audience
add attributes in the configurations below to your audience

name
[name your audience]

305 members

this audience will [include ∨]

members who [purchased brand ∨] [THC Traders ∨]

and spent [more than ∨] [$200]

within [day range ∨] [30]

advanced ∨

[and ∨]

this audience will [include ∨]
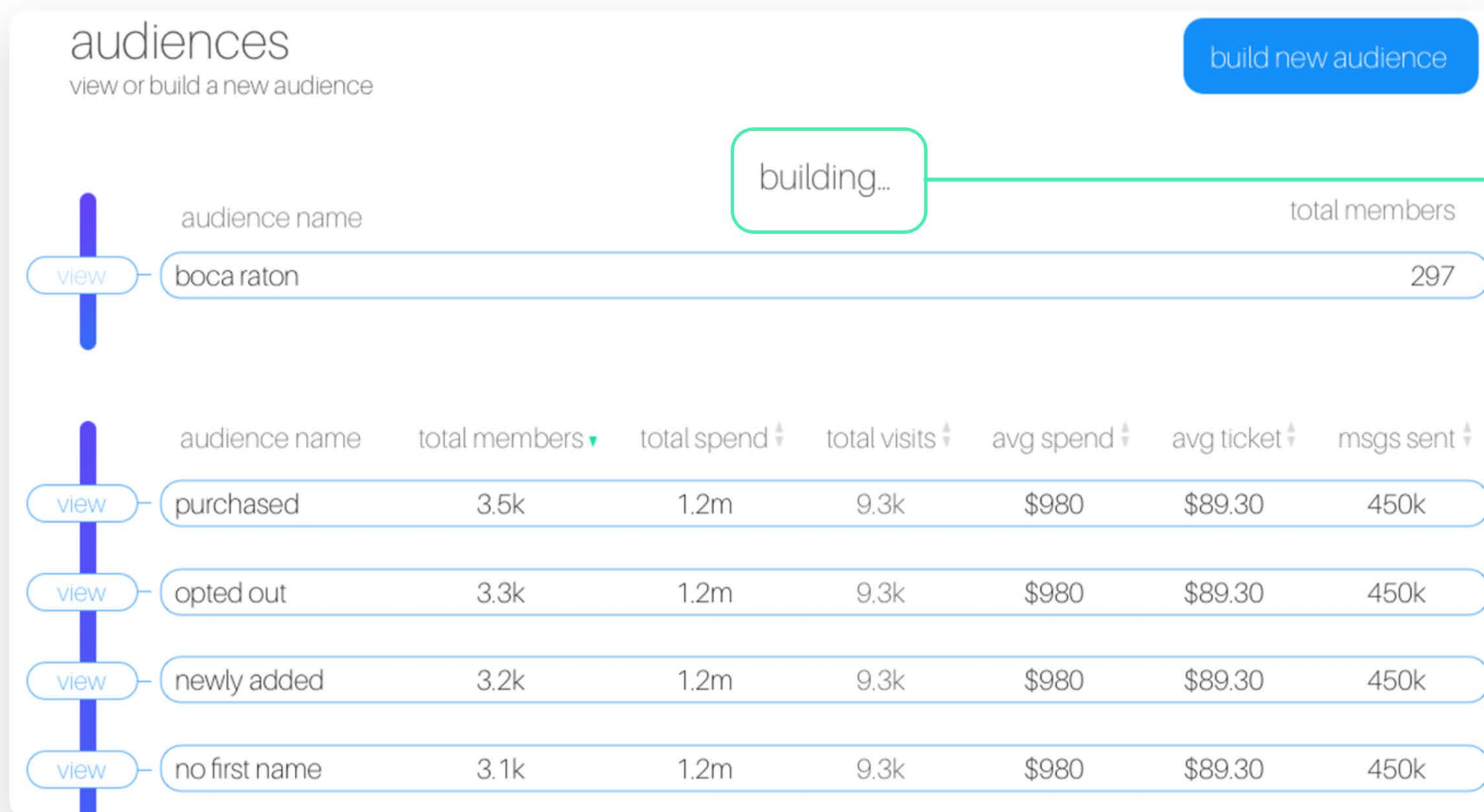
members who [select an attribute ∧]

‹ back   member data

phone number
email
location
primary location
custom group
first name
last name
address 1
address 2

+ add attribute to audience

step 11 ⬤ optional

configure additional attributes

to configure the second attribute in this example, you would first select include, then click select an attribute > member data > primary location > Boca Raton

once completed, click save audience

note: it's possible to configure up to 5 different sets of attributes for 1 audience

step 12

after you click **save audience**, you'll be taken back to the audiences main page and your new audience will be listed in the **building** section

audiences
view or build a new audience

build new audience

building...

	audience name					total members
view	boca raton					297

	audience name	total members ▾	total spend ⇅	total visits ⇅	avg spend ⇅	avg ticket ⇅	msgs sent ⇅
view	purchased	3.5k	1.2m	9.3k	$980	$89.30	450k
view	opted out	3.3k	1.2m	9.3k	$980	$89.30	450k
view	newly added	3.2k	1.2m	9.3k	$980	$89.30	450k
view	no first name	3.1k	1.2m	9.3k	$980	$89.30	450k

note: you must wait for the audience to **finish building** before you can use it

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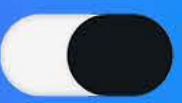
step 13

once finished building, click **view** to be taken to the **view audience** page where you will be able to see many of the main KPIs for that specific audience

view audience last 7 days
analyze the activity of your audience last updated 05/03/2022 2:00am

actions ⌄

purchased jungle boys group

3,458
members
↑6%

allowed sms	3,400
allowed email	1,589
allowed push	903
allowed loyalty	3,458

text messages sent	500
emails sent	203
push sent	58
marketing cost	$20.80

total revenue	$5,003
ROI	300%

refferals generated	1,003
referral revenue	$52,903

visits 3.1k
442 per day
0% (no change)

members 400 added
20 removed
↓3%

spend $1.2m
$89 avg ticket
↑>1%

$175k @ 01/12
01/13

redemptions 302
4920 points
↑4%

top selling brands ⌄
by spend ⌄

	item	units sold	total spend	total visits
1 ↑	sams incredible weed	1.8k	$90k	1.5k
2 ↑	nats incredweed edibles	1.9k	$88k	1.6k
3 ↓	jeffs qualityweed under priced	1.6k	$84k	1.4k
4 ↑	michaels qualit edibles	1.6k	$83k	1.5k
5 —	kwesis incredible oil	1.2k	$78k	1k
6 ↓	sams notsogreat wilted flowers	982	$76k	897

tip: use this page to inform how you market to the audience. It is best practice to build the audience first, and the campaign second

note: audiences are dynamic, meaning they will constantly update by removing members who no longer fit the criteria, and adding members who do. to see if your audience has changed, click the **actions** drop down on the top right and click **refresh audience**. here, you can **also edit** the audience and **delete** it

step 14

viewing the charts: the charts on this page are interactive, meaning you will be able to do things such as set the date range for the data, hover over certain parts of the charts to get more information, and use drop downs to modify the information displayed within the charts

---

view audience last 7 days
analyze the activity of your audience last updated 05/03/2022 2:00am

actions

purchased jungle boys group

3,458 members
↑6%

visits 3.1k
442 per day
0% (no change)

600
450
300
150
0

members 400 added
20 removed
↓3%

42k
41k
40k
39k
38k

spend $1.2m
$89 avg ticket
↑>1%

$175k @ 01/12
01/13

200k
150k
100k
50k
0

redemptions 302
4920 points
↑4%

39k
38k
37k
36k
35k

allowed sms	3,400
allowed email	1,589
allowed push	903
allowed loyalty	3,458
text messages sent	500
emails sent	203
push sent	58
marketing cost	$20.80
total revenue	$5,003
ROI	300%
refferals generated	1,003
referral revenue	$52,903

top selling brands ⌄   **by spend** ⌄

item	units sold	total spend	total visits
1 ↑ sams incredible weed	1.8k	$90k	1.5k
2 ↑ nats incredweed edibles	1.9k	$88k	1.6k
3 ↓ jeffs qualityweed under priced	1.6k	$84k	1.4k
4 ↑ michaels qualit edibles	1.6k	$83k	1.5k
5 — kwesis incredible oil	1.2k	$78k	1k
6 ↓ sams notsogreat wilted flowers	982	$76k	897

send audience campaign   **send audience member offer**

step 15

viewing trends: some of the charts on this page display trending arrows a green arrow pointing up means that the specific brand, category, or KPI is trending up, and a red arrow pointing down indicates that it is trending down. using these trends to inform your decisions when marketing to the audience is key

view audience last 7 days ⌄
analyze the activity of your audience last updated 05/03/2022 2:00am

actions ⌄

purchased jungle boys group

3,458
members
↑6%

visits   3.1k
442 per day
0% (no change)

600
450
300
150
0

members   400 added
20 removed
↓3%

42k
41k
40k
39k
38k

spend $1.2m
$89 avg ticket
↑>1%

$175k
@
01/12
01/13

200k
150k
100k
50k
0

redemptions   302
4920 points
↑4%

39k
38k
37k
36k
35k

allowed sms		3,400
allowed email		1,589
allowed push		903
allowed loyalty		3,458
text messages sent		500
emails sent		203
push sent		58
marketing cost		$20.80
total revenue		$5,003
ROI		300%
refferals generated		1,003
referral revenue		$52,903

top selling brands ⌄   by spend ⌄

	item	units sold	total spend	total visits
1 ↑	sams incredible weed	1.8k	$90k	1.5k
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5 —	kwesis incredible oil	1.2k	$78k	1k
6 ↓	sams notsogreat wilted flowers	982	$76k	897

send audience campaign   send audience member offer

step 16

once you've analyzed the charts and learned about your audience, it's time to target them with a campaign or offer

send audience campaign

send audience member offer

step 17

to send the audience a campaign, click the send audience campaign button at the bottom of the view audience page , or you can do this directly from the campaign creation page by selecting audiences in the recipient filters drop down

new campaign

recipient filters
(3458)

audiences: purchased THC Traders group

audiences

+ add email

locations
carrier
brands
categories
interests
discounts
custom groups
spending total
days since last visit
visiting total
average spend
point balance
join date
birthday
next visit time
order type
area code
zip code
gender
med / rec
primary location
misc

add image
add video

add text...

step 18 ⬤

to send the audience an offer, click the send audience member offer button at the bottom of the view audience page , or you can select the audience from the member group drop down on the member offer page

note: audiences are super useful when combined with member offers. because audiences are always updating, when a new member is added to an audience that is associated with a member offer, that new member will automatically receive the member offer the day after they were added to the audience

send audience campaign

send audience member offer

member offer

offer type

digital voucher | bonus points

offer name

20% off THC Traders disposables

member group

purchased THC Traders group ⌄

reward POS string (optional)

reward POS string (optional)

▼ | 0.00

days until expiration(optional)

0

offers per customer

unlimited ▼

☑ active

add display image

add coupon image

update

ready to get started?

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