Audience Insights Overview

The **Audience Insights Overview** page provides a summary view of specific groups of your shoppers (i.e., audiences) including a performance summary across everyone.

By default, your account will be setup with three insights for: Known 1x Buyers, Known Repeat (shoppers that have made more than 1 purchase in their lifetime), and Known Non-Buyers. These should represent similar values you'd see using lifecycle stage filters in audience builder where being identified by email is required but email eligibility is not taken into consideration. You can read about the models here and these models are refreshed nightly. You can also create custom audiences and enable insights to better understand different shopper segments.
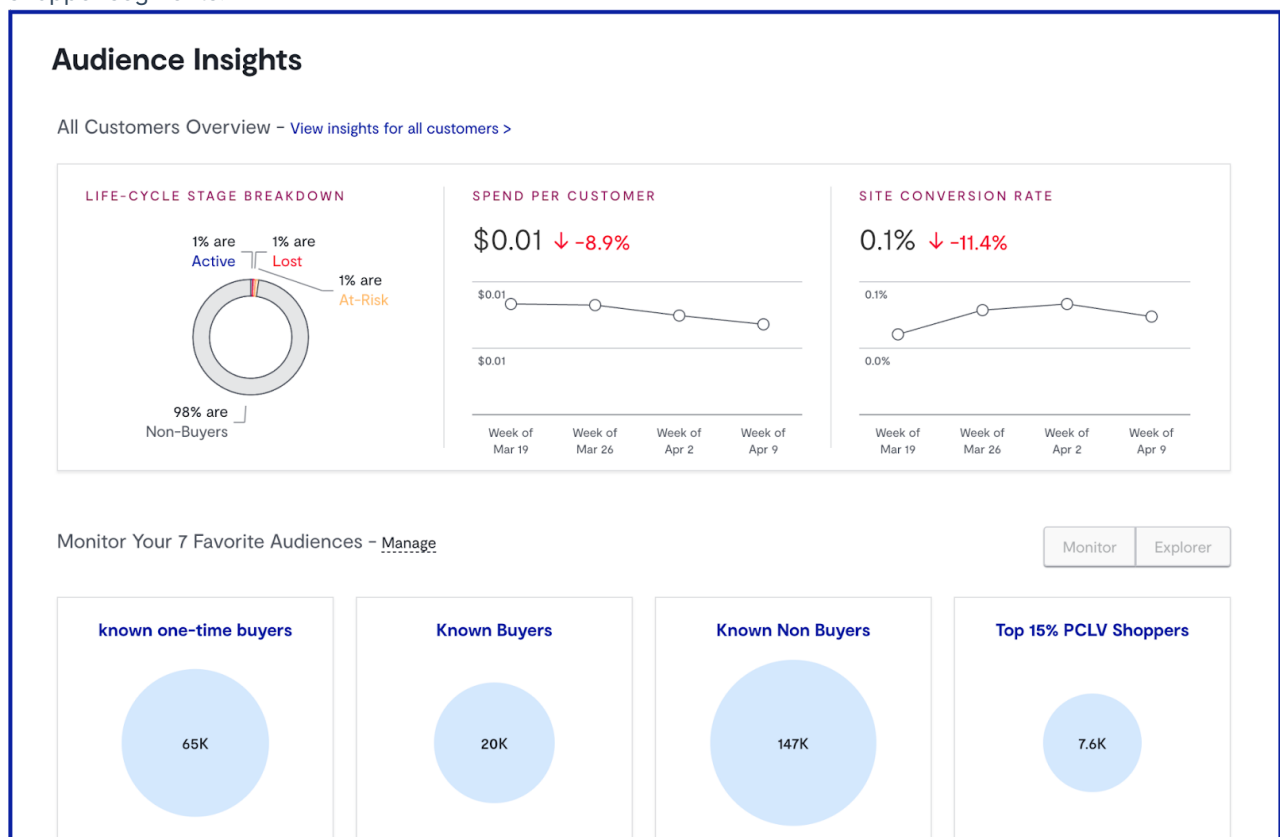

Monitor

In the **Monitor** view, audiences will default to showing the trend in **total spend** over the prior 4 weeks but different performance metrics and related monitoring thresholds can be configured on a per audience basis.
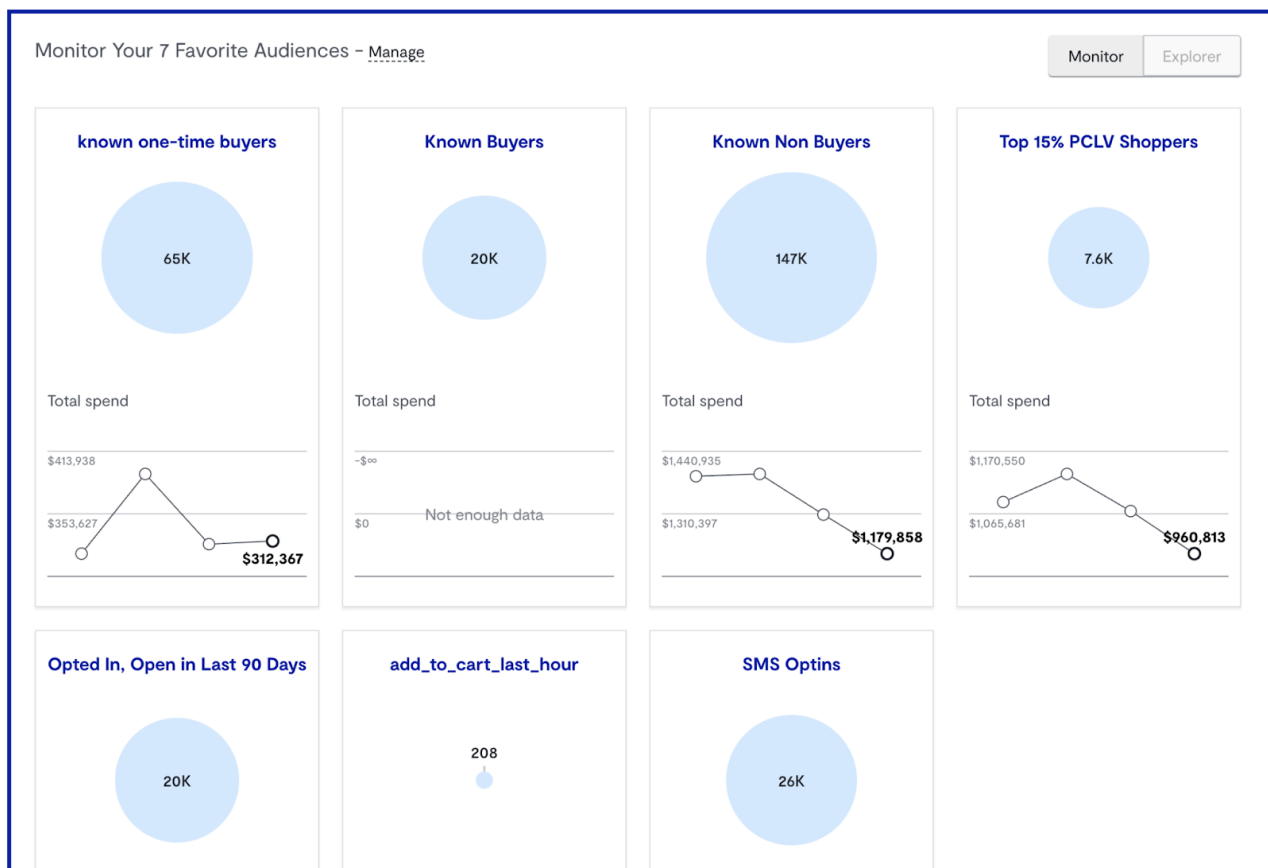
There are more details on *setting thresholds for monitoring audience* heath below.

Explorer

In the **Explorer** view, audiences can be compared against each other on a scatter chart by selecting from a variety of performance metrics.
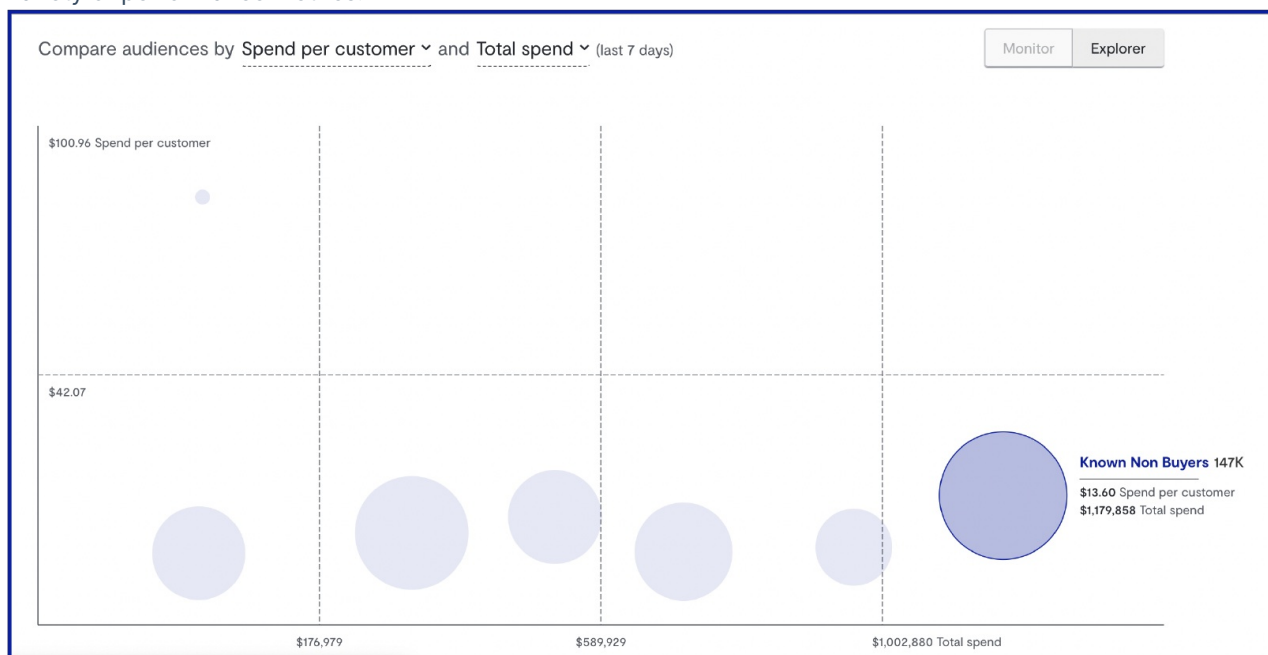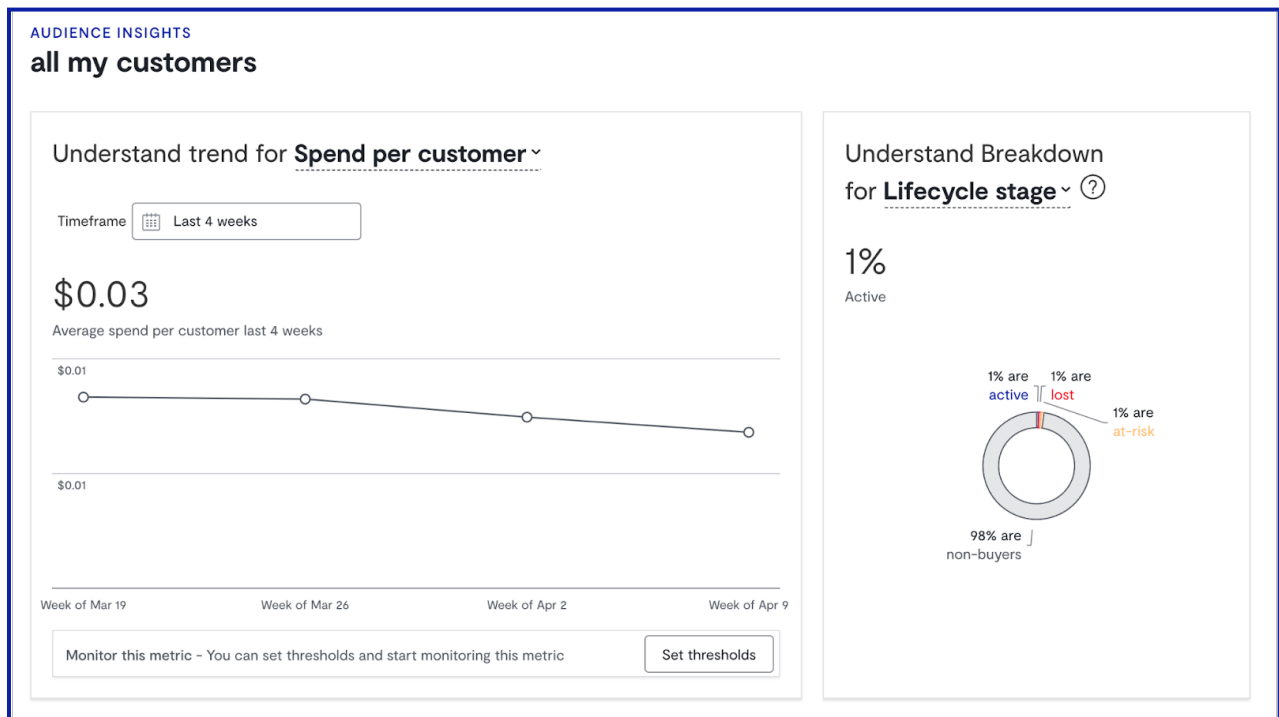

Insights

The **Audience Insights** page delivers retail-focused insights for each of your favorite audiences. When viewing

audience insights:

- Up to 10 audiences can be viewed at a time.
- Audience insights are refreshed daily overnight.
- If a new audience is designated for audience insights, the insights should be available immediately and refreshed daily.

This page is made up of four primary sections focused on understanding different performance areas of your audiences.

Trends

Use the filters at the top of the widget to pick the metric and timeframe you want to view and/or compare a trend for.

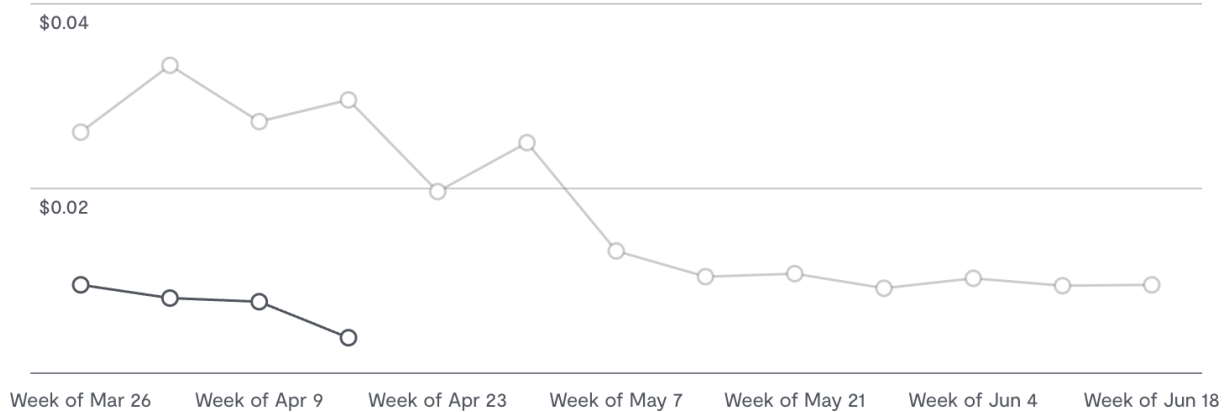## Understand trend for **Spend per customer** ⌄

Timeframe 📅 This quarter   ☑ Compare 📅 Q1 2023

$0.03
Average spend per customer this quarter

↓ **$0.17** / 86.1%
compared to **$0.20** the q1 2023

Monitor this metric – You can set thresholds and start monitoring this metric   [Set thresholds]

Available metrics for viewing audience trends include:
- Spend per customer
- Total spend
- Total active customers
- Total email clicks
- Email clicks per customer
- Site conversion rate: Total customers who purchased / total customers who viewed
- Email conversion rate: Total clicks / total delivers
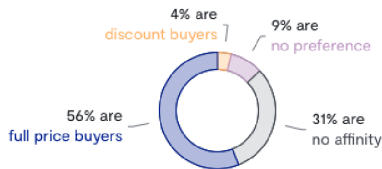- Average Predicted Lifetime Value
- Lifetime Order Value

Breakdowns

Use the filters at the top of the widget to pick the metric that you want to view a breakdown for.

Available metrics for viewing audience breakdowns include:

- **Lifecycle stage**: This is a breakdown of the four buying cycle stages your shoppers fall into. For more information, see Lifecycle Stages in Predictive Audiences.
- **Purchase activity last week**: This is a breakdown of the total number of shoppers who purchased last week, divided into three groups:
  - First Time Buyers (Purple) - Shoppers who made their first purchase in the last week.
  - New Repeat Buyers (Blue) - Shoppers who made their second purchase in the last week.
  - Loyal Repeat Buyers (Green) - Shoppers who have purchased more than twice in the their lifetime and made another purchase in the last week.
- **Discount affinity**: This is a breakdown of shoppers' preferences to buy products that are full price or discounted. For more information, see Discount Preference in Predictive Audiences.

Products

Use the filters at the top of the widget to pick the category that you want to see product rankings for.

Understand **Rockstar** products

Timeframe   📅 This Week

These products are the highest converting and most viewed by this audience

1   radiant corrector for eyes
7% conversion rate ($140 revenue)

7   10.3 oz. the body creme
6% conversion rate ($600 revenue)

2   1.7 oz. face cream
6% conversion rate ($225 revenue)

8   white hollywood bath tray
6% conversion rate ($38 revenue)

3   6.8 oz. leave-in conditioning spray
6% conversion rate ($46 revenue)

9   3.4 oz. soleil de capri eau de parfum
6% conversion rate ($140 revenue)

4   petite makeup wardrobing page
6% conversion rate ($21 revenue)

10   pamfilo 90mm suede knee boots
6% conversion rate ($1,375 revenue)

5   perfectly defined gel eyeliner
6% conversion rate ($32 revenue)

11   mini lambskin cloud clutch bag
6% conversion rate ($545 revenue)

6   beoplay e8 sport wireless earbuds, b...
6% conversion rate ($350 revenue)

12   3.4 oz. huntsman amber & patchouli ...
6% conversion rate ($205 revenue)

Available product categorizations include:

- **Rockstars**: These products had the highest conversion rates and were the most viewed by the audience over the specified time period.
- **Cash Cows**: These products have generated the most revenue from this audience over the specified time period.
- **Hidden Gems**: These products have a moderate number of views (and it would be beneficial to increase views), but have the highest conversions rates over the specified time period.

Customers

Use the filters at the top of the widget to pick the metric that you want to see individual shopper rankings for.

Available shopper rankings include:
- **Top Spending**: These shoppers spent the most over the specified time period.
- **Top Browsing**: These shoppers had the most product views over the specified time period.
- **Highest Potential**: These shoppers have the highest Predictive Customer Lifetime Value.

Click on a shopper to view them in Customer 360.

Setting thresholds and monitoring audience health

The monitored metric, health thresholds and current status display within the trends section of the Audience Insights page.

Click the **Set thresholds** button to select a metric and set health thresholds for monitoring an audience.

The **Audience Health Settings** modal will open and display a dropdown to choose a monitoring metric and set health and unhealthy thresholds.

Audience Health Settings ✕

CHOOSE METRIC TO MONITOR HEALTH BY

Total spend ($1,232,726 last week) ⌄

SET HEALTH THRESHOLDS

Enter values for the healthy and unhealthy thresholds to define how to monitor your audience's health. Enter a minimum value for the lower limit of healthy and a maximum value for the upper limit of unhealthy.

Healthy

At-Risk

$1,232,726

Unhealthy

$ 1479271   Healthy Threshold

$ 986180.7   Unhealthy Threshold

Cancel   **Monitor Health**

Click the ellipses icon to edit the monitoring metric and/or threshold or to stop monitoring.

$20J,000

Week of Oct 1   Week of Oct 15   Week of Oct 29   Week of Nov 12   Week of Nov 26   Week of Dec 10   Week of Dec 24

Monitored metric - Total spend is healthy based on your thresholds   ₀₀₀

Edit thresholds

Stop monitoring