



## Automating with Odyssey

How to “set it and forget it” through multi-channel campaigns

# Your Hosts



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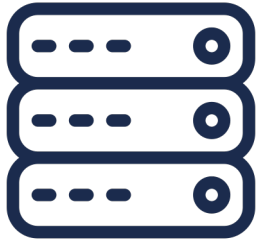
Client Success Manager

Omeda

# Overview

- Automating with Odyssey
  - Missing Demographics
  - Re-Engagement
  - Lapsed Visitor

# Campaigns



Missing  
Demographics



Re-engagement



Lapsed Visitor

# Automating with Odyssey

## Allows team to:

- Focus on higher priority tasks
- Dig deeper into performance
- Spend time strategizing



# Set it and forget it!



# Missing Demographics

# Missing Demographics

## Automating 1<sup>st</sup> Party Data

- Continuous outreach
- Focus on brand specific demographics
- Test different approaches



**Upgrade your experience**

Hey there!

Make sure you're not missing out on exclusive offers by completing your profile. Getting the most accurate information tailored just for you is only a few clicks away - let's make sure you're getting the best experience possible!

[Complete Profile](#)



# Missing Demographics

## CredSpark Embed

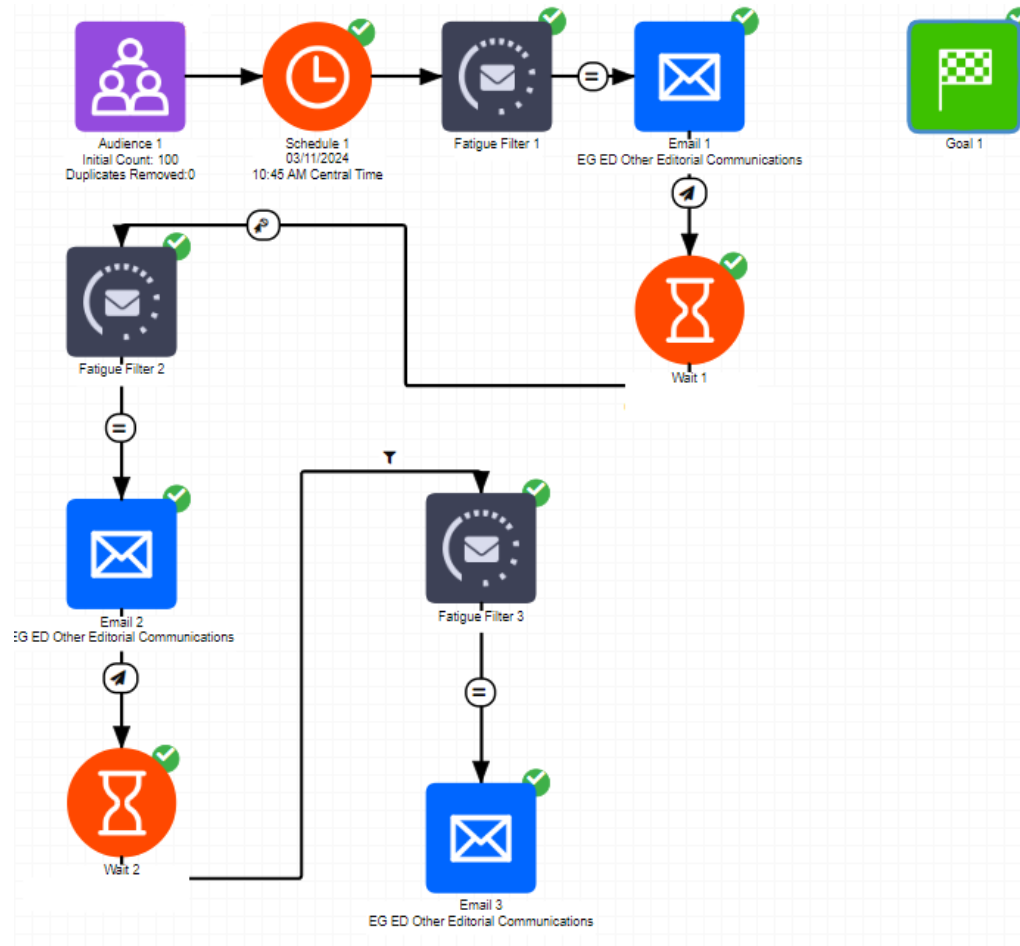
- Delivers question in the email
- Multi-step setup
- 10-15% completion

**Your account profile is incomplete! We are missing some important information about your dentistry practice. Please tell us a little bit about your business by answering the question below.**

**How many dental practice offices do you own?**

- 1 practice
- 2 to 5 practices
- 6 to 10 practices
- 11 or more practices
- I am part of a DSO (Dental Support/Direct Service Organization)
- None

# Missing Demographics



# Re-Engagement

# Re-Engagement

## Automating Engagement

- One-Click forms
- Dynamic content
- Audience actions

American  
School&University



Have you  
checked us  
out lately?

We've been busy improving the ways we connect you to the content, product innovations, events, best practices and late-breaking news you need to know.

If you haven't checked in with [asumag.com](http://asumag.com) lately, why not head on over and give it a fresh look right now?

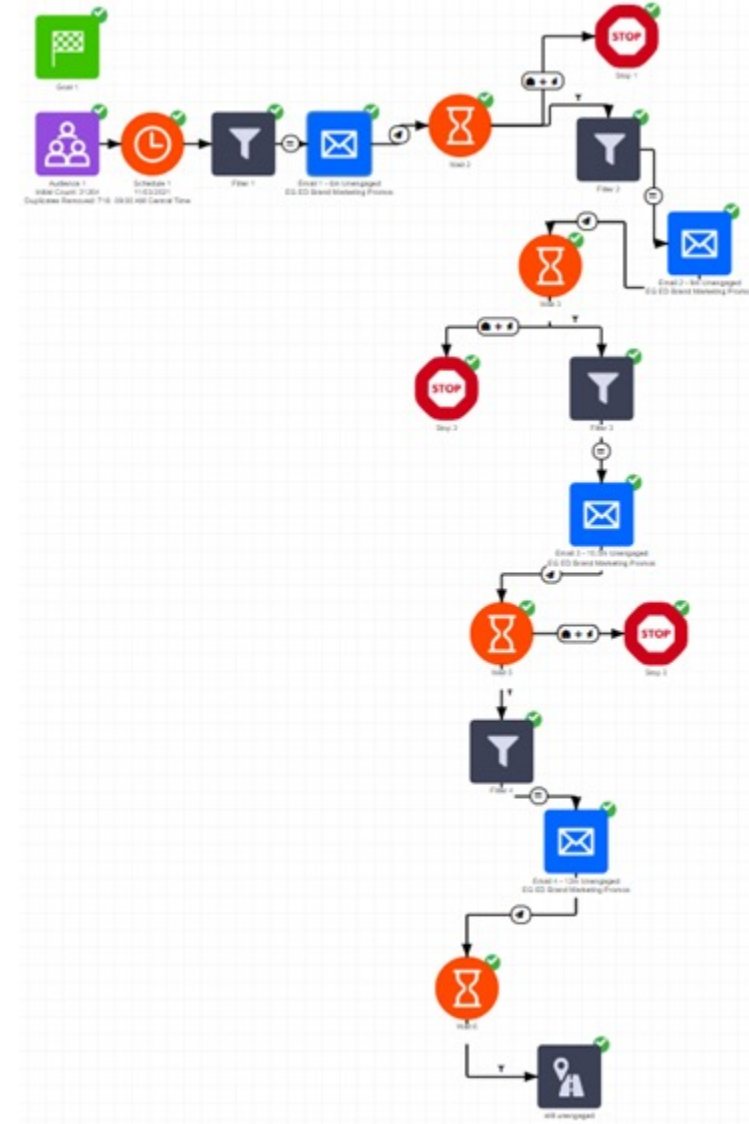
[SHOW ME WHAT YOU'VE GOT](#)

If you're pressed for time, we've gathered some recent content we thought might be of interest to you:

# Reengagement

Over 500,000 re-engaged in 2023

- Saved millions in audience costs
- Standard across all brands

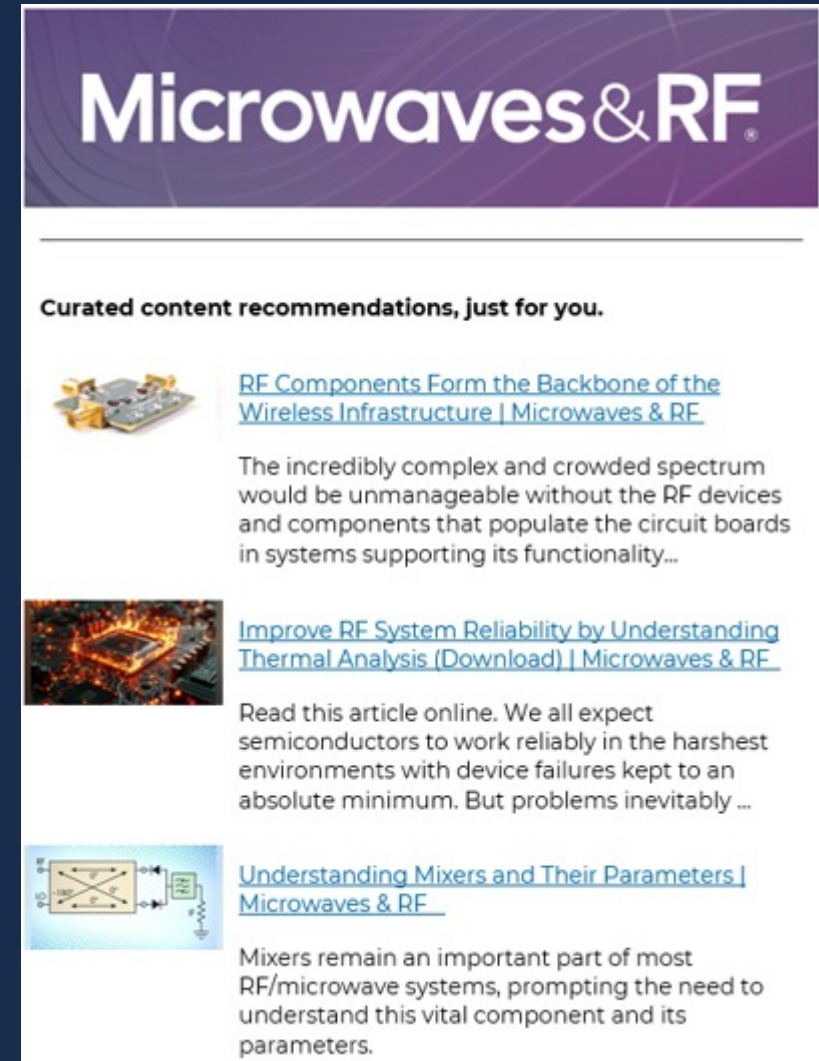


# Lapsed Visitor

# Re-Engagement


## Automating Activity

- Uses Omeda content recommendation
- Reentry allowed
- Goal = site visit




**Microwaves & RF**

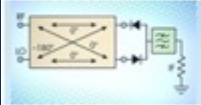
Curated content recommendations, just for you.

 [RF Components Form the Backbone of the Wireless Infrastructure | Microwaves & RF](#)

The incredibly complex and crowded spectrum would be unmanageable without the RF devices and components that populate the circuit boards in systems supporting its functionality...

 [Improve RF System Reliability by Understanding Thermal Analysis \(Download\) | Microwaves & RF](#)

Read this article online. We all expect semiconductors to work reliably in the harshest environments with device failures kept to an absolute minimum. But problems inevitably ...

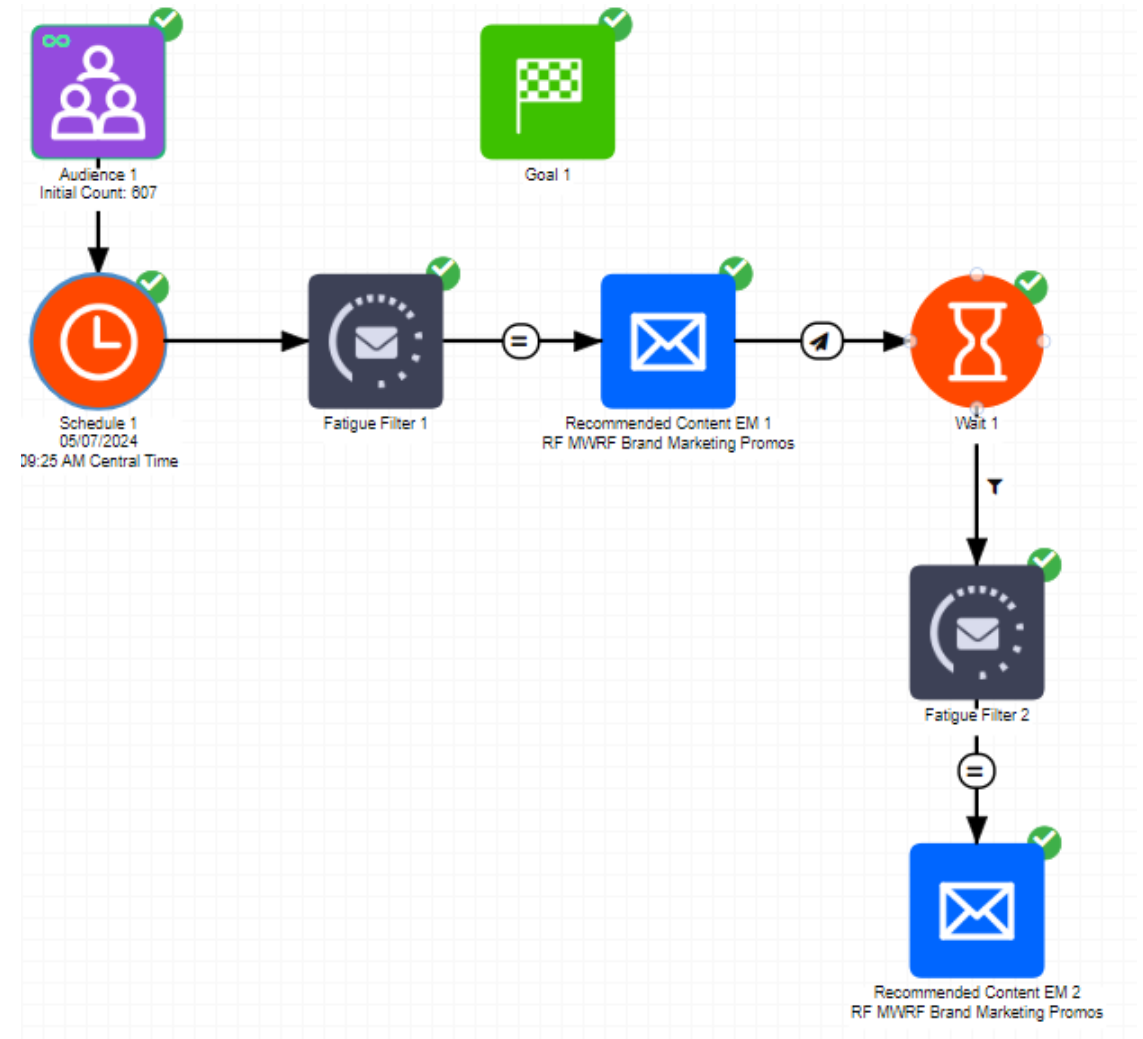
 [Understanding Mixers and Their Parameters | Microwaves & RF](#)

Mixers remain an important part of most RF/microwave systems, prompting the need to understand this vital component and its parameters.

# Lapsed Visitor

## Overview

- Two email series
- Easy to setup
- Quick and effective win to drive site visits
- 5% of audience hit goal
- 1% higher click
- 1% higher goal completions





# Content Recommendations

- Quickly make shareable templates in Designer
- Exclusions easy to manage
  - Page type
  - URL parameter
  - Full URL



# Set it and forget it!



# Q&A

# Thank you.

Watch previously-recorded webinars and sign up for upcoming webinars at [Omeda.com](https://Omeda.com).

