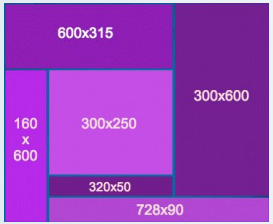
AdRoll

Matching Lifecycle Stage to digital campaign

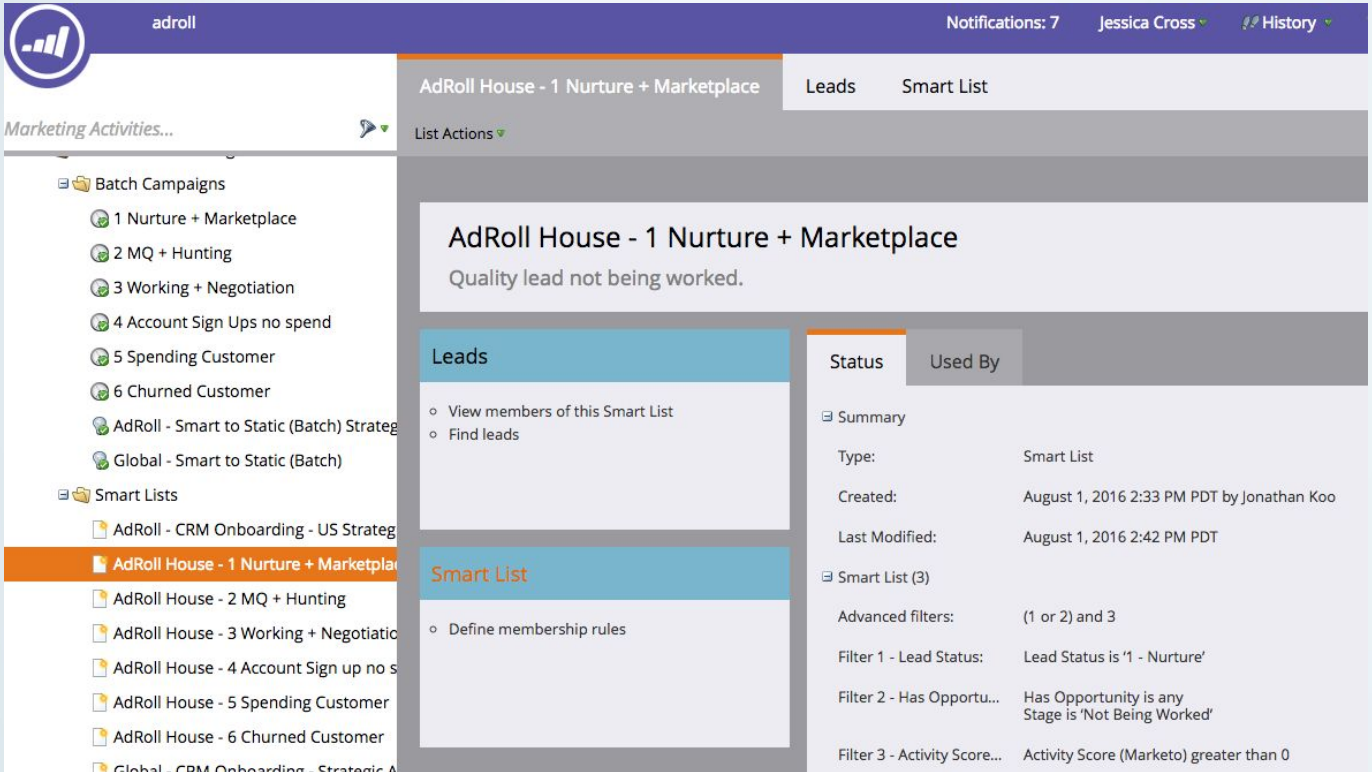
(aka how to make a static list behave like a smart list)

Matching message to the lifecycle stage using Digital & our own product.

Awareness - Prospecting	Awareness - Known	Interest	Selection	Activation	Live	Churn
Attract new site visitors and convert them into known leads.	Re-engage prospects with the AdRoll brand.	Has demonstrated interest and is directed towards signup/nurture content.	Currently being worked by managed reps -- served case studies and other nurture materials/social proof to help close.	Clear interest with account creation, re-engage them in the dash to help launch first campaign.	Highlight new products and additional “surprise + delight” campaigns for cross/up-sell opportunities and churn prevention.	TBD
						

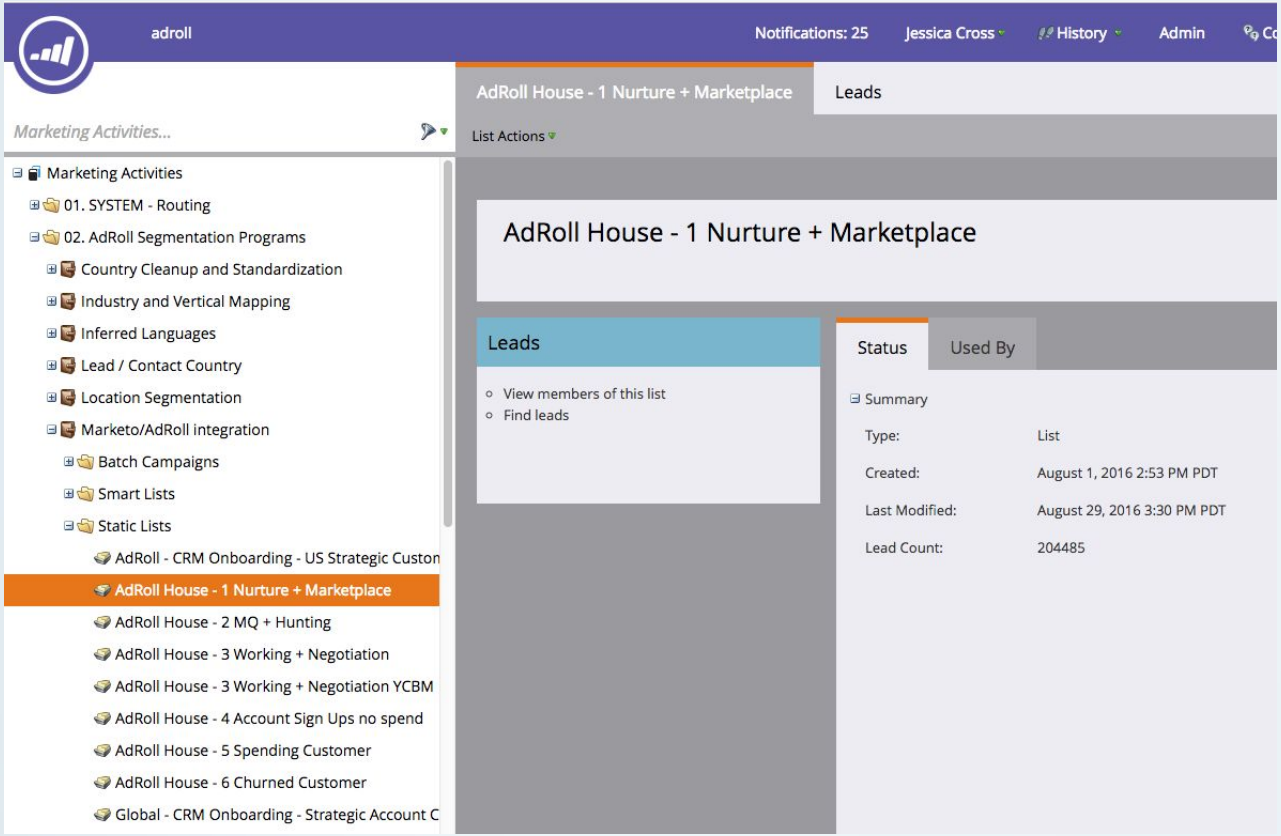
How to make static lists behave like a smart list

Only Static List can sync to AdRoll. First step is to build the smart list that filters for the leads/ contacts you want to target with display advertising.



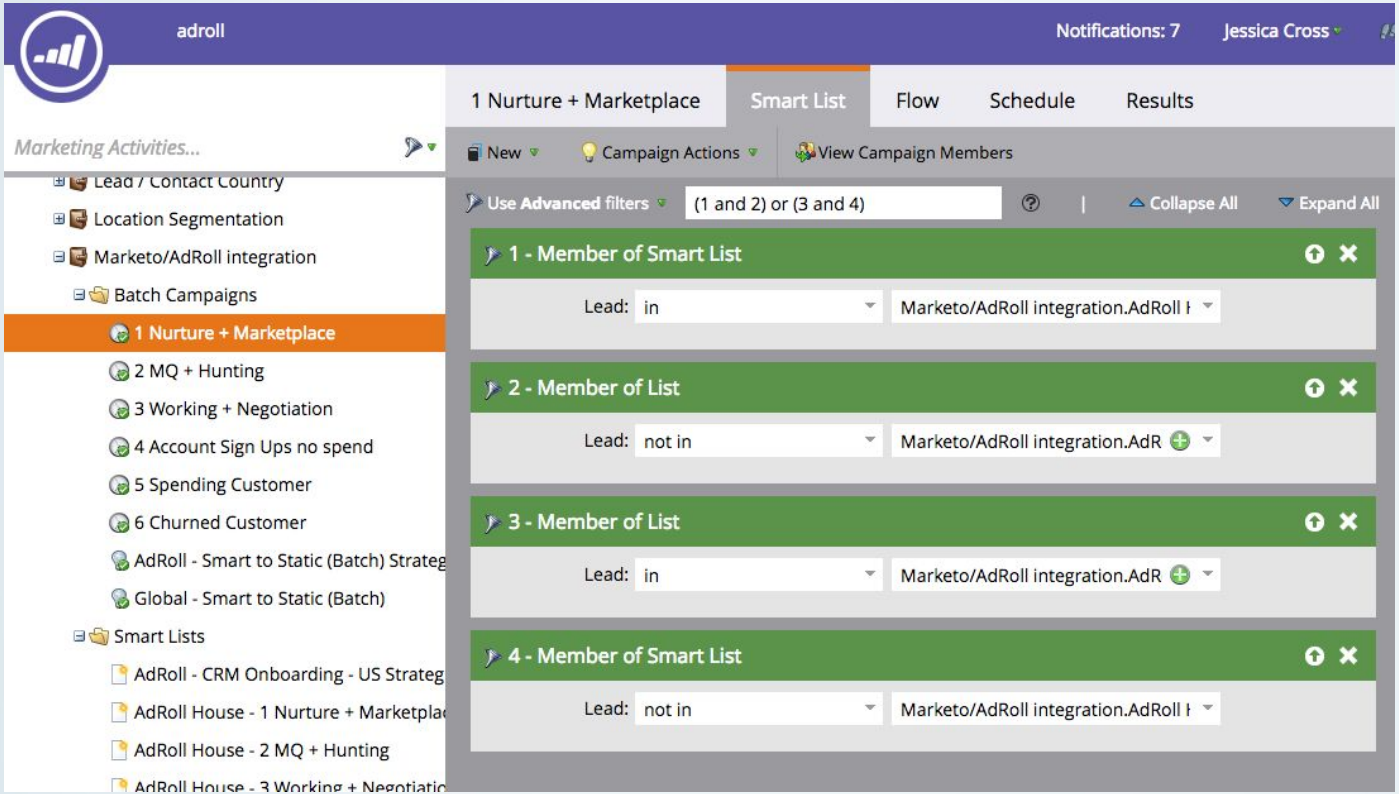
Next make a corresponding static list

I gave the static list the same name as the smart list so I could easily match them up



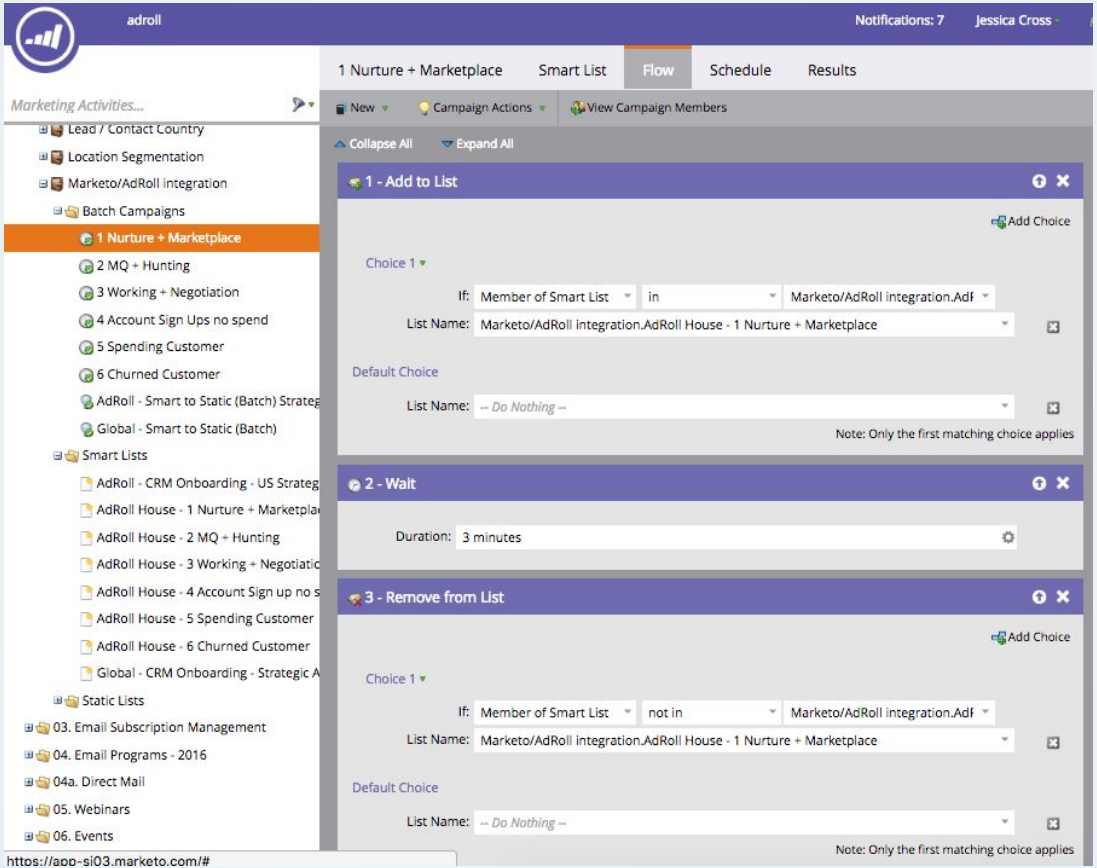
Nightly batch to update static lists

Next build a batch smart campaign.

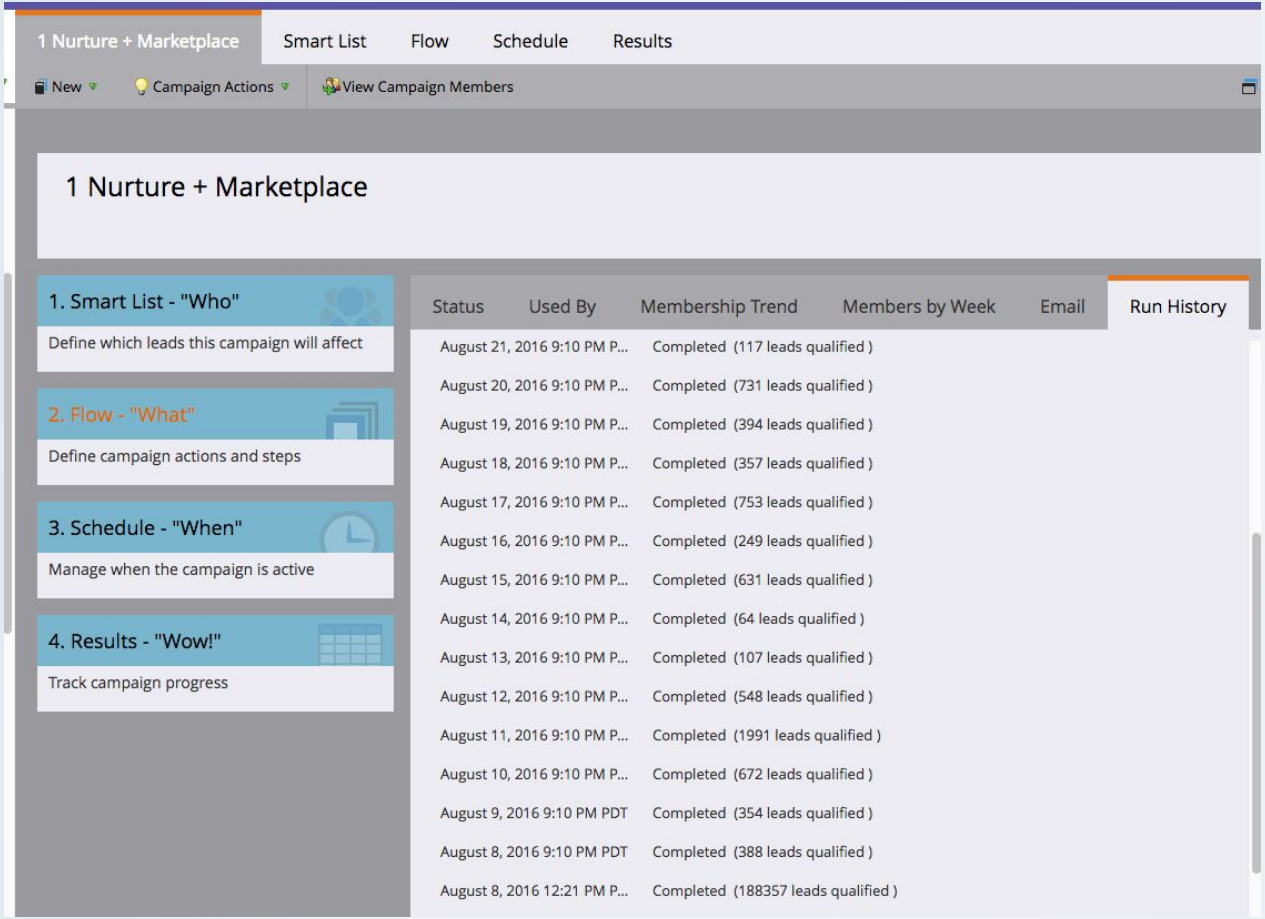


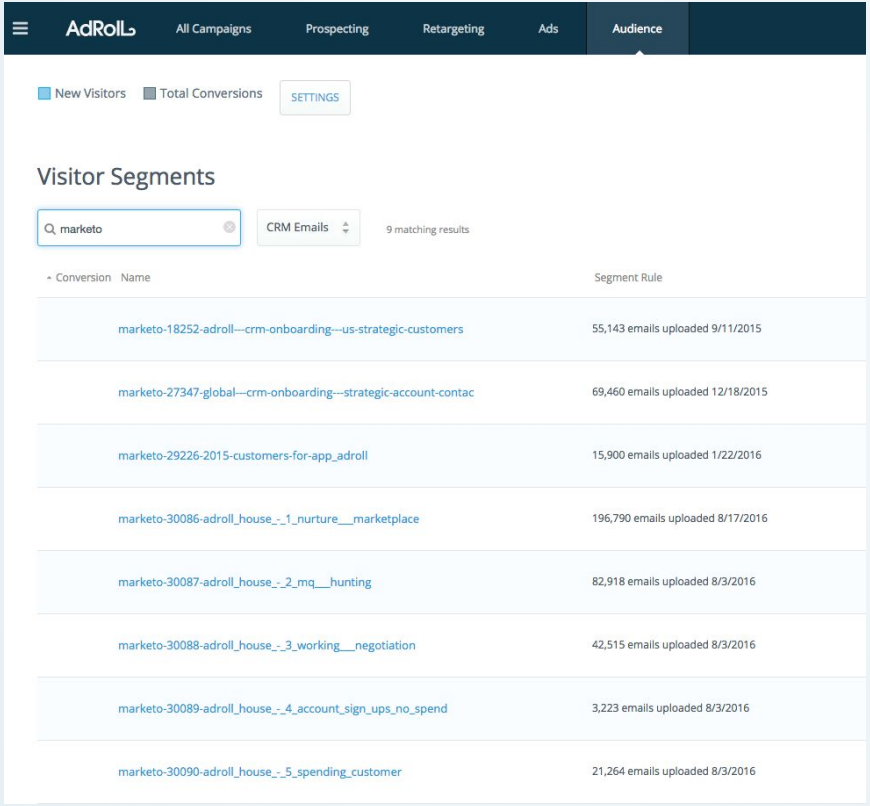
Nightly batch to update static lists

Flow. If member of smart list, add to the static list. Wait 3 minutes. If not member of not in smart list, Remove from static list.



Runs on a nightly to add and remove leads from the list



Sync Marketo Lists to AdRoll

Lists show up in AdRoll. Use for audience targeting and prospecting campaigns