Audiences for better targeting

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About Audiences

Audiences are an important and powerful tool you can use to filter Userlane analytics as well as target your content to specific audiences.

Userlane provides a standard set of attributes you can use to create Audiences but you can also enrich user profiles with custom attributes and utilize those for Audiences

In this article we'll cover:

- the benefits of Audiences
- using custom attributes
- creating Audiences with AI
- creating Audiences manually
- further considerations

Why Use Audiences

- **Data-Driven Decision Making** - Filter HEART analytics with Audiences for more precise data.
- **Enhanced User Experience** - Tailor experiences for different user groups.
- **Efficient Resource Allocation** - Prioritize efforts for high-value Audiences.
- **Personalization at Scale** - Automate personalized content delivery.
- **Targeted Marketing -** Improve campaign relevance and boost conversion rates.
- **Higher Conversion Rates -** Focus on Audience-specific pain points.

Using Custom Attributes for Audiences

Userlane provides you with behavioral data out of the box that can be used for creating Audiences (read more on that here), but they become even more powerful when you enrich user profiles with custom attributes.

Browser Extension (BX) Implementation

SSO

When configuring a Single Sign-On (SSO) integration, you can opt to send additional attributes to Userlane. These attributes are then sent automatically to Userlane from your Identity Provider (IdP) for each user. Find more info here.

Attributes that are commonly sent via SSO are:

- country
- department
- mail
- userType
- jobTitle

You can find SSO created attributes in Userlane on the 'company attributes' page and they can automatically be used for Audiences.

You can also import additional attribute values manually as described in this article.

Note that you must be an Administrator or Moderator in order to create and edit Audiences.

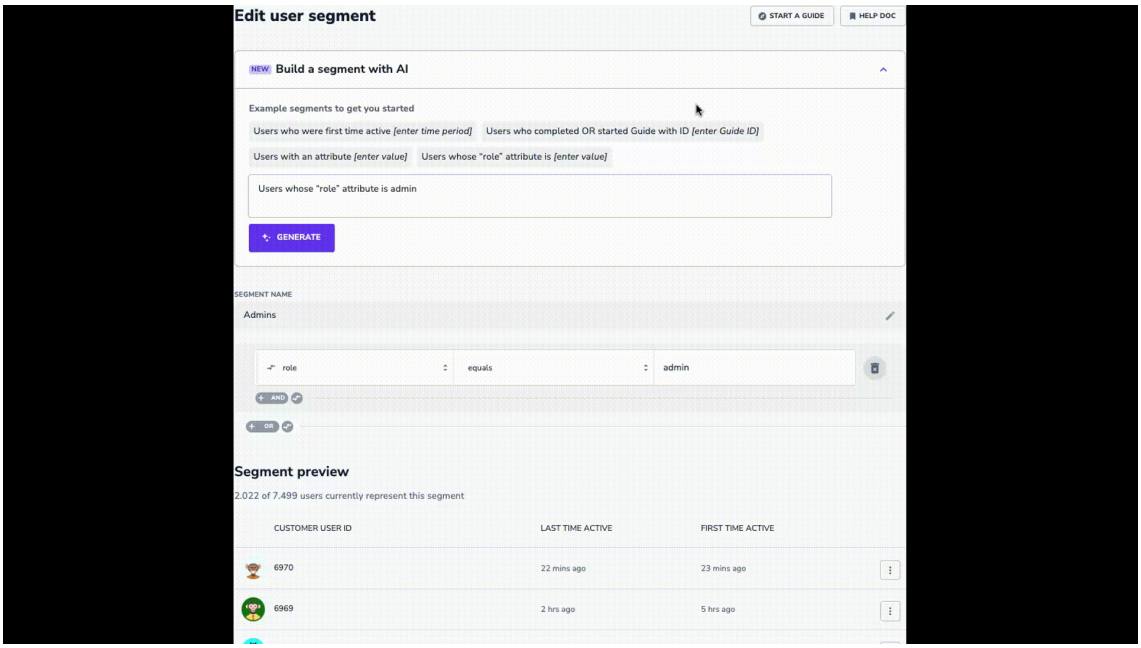
Snippet

Your developers can pass custom attributes via the Userlane .js snippet using the 'identify' command. Find more info here.

To use custom attributes from the .js snippet in Audiences, you must first create the attribute on the 'attributes' page in the Userlane Portal.

Leverage AI to create Audiences

We implemented a conversational AI interface to help you create Audiences faster and easier. Using natural language, you can describe the attributes and logical connections you want in your Audience. The AI does the hard part and you simply need to review, save, and apply the Audience once it's done.



We provide example Audiences to get you started in our AI interface so that you can easily create user segments using the most common standard and custom attributes. Note that examples for the 'role' and 'country' attributes will only appear if you use those attributes in Userlane.

When utilizing the AI to create an Audience based on Guide Interaction, be sure to use the Guide ID so that the AI knows exactly which Guide you're referring to. To find your Guide ID navigate to the Edit Guide page.

Create Audiences Manually

Choose data:

You can build an Audience based on

- standard user data
- user behavioral data
- custom user attributes

Choose a connection type:

There are various ways to create Audiences and target your users. With **User ID** and any **attribute** you can choose between these connection types:

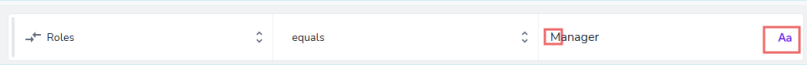
Connection Type	Logic	Example
Equals	Checks for an exact match of the input.	Role equals "admin" results in an Audience of all users with the value "admin" for the "role" attribute.
Does not equal	Checks for values that are not an exact match of the input.	Role does not equal "admin" results in an Audience of all users where the "role" attribute is anything but "admin".
Starts with	Checks for values that start exactly as the input.	Role starts with "admin" results in an Audience of users where the "role" attribute has values like "admin", "admins", or "administrators".
Contains	Checks for values where the input is present.	Email contains "userlane" results in all email addresses where "userlane" is present.
Does not contain	Checks for values where the input is not present.	Email does not contain "gmail" results in all email addresses that do not have "gmail" present.
Is one of	Checks for values that match the input in a set of specified set of values.	Id is one of "123", "456", "789" results in an Audience of users with one of those ids.
Is not one of	Checks for values that do not match the input in a set of specified set of values.	Id is one of "123", "456", "789" results in an Audience of users without those ids.
Is empty	Checks for values that are empty for the given attribute.	Country is empty results in an Audience of users where the country attribute has no value.
Is not empty	Checks for values that are not empty for the given attribute.	Country is empty results in an Audience of users where the country attribute has any value.

Apply the Audience: Filter analytics and target content.

To use an Audience to filter analytics, select the Audience you want to use a filter from the dropdown that says 'Everyone' by default on the analytics pages.

You can apply an Audience to content in the Portal (for Guides, Chapters, Messages) and in the Editor (Tooltips, Tags).

ℹ If your attribute values are case-sensitive, activate the case-sensitive-button in the Audience creator:



Case-sensitivity means that Userlane treats uppercase and lowercase letters as different characters, so "Manager", "manager", and "MANAGER" would be considered three distinct words.

Further Considerations

- Direct links or integrated Guides do not follow Audiences.
- Create test Audiences before going live for in-depth testing.

- Applying an Audience to a Chapter affects all Guides.