

Intuitive self-service dynamic content tool that enables business users to build targeted audiences, create campaigns for email notifications or the Order Status Page, and measure business impact all in one place. Free to use in combination with Track & Communicate.

## Standard Features

**> Audience Builder**

Build powerful campaign audiences based on tracking stage, individual rules or groups of rules. Combine groups with AND/OR functions to create highly targeted groups with ease. Rules can leverage any data passed to parcelLab, such as: products ordered, customer location, marketing segment, or order-specific information like delays.

**> Campaign Builder**

Create visual campaigns for any audience that drive click-through. Insert content into email notifications and the order status page with easily defined target URLs and content preview.

**> Reporting & Analytics**

Make data driven decisions on your campaigns based on clear insights regarding impressions, click-through-rate, and comparison between multiple campaigns.

## Supported Use Case Examples

**> Serve content based on customer opt-in**

Use existing customer opt-in and marketing preferences to serve marketing content to shoppers who have signed up for it.

**> Delay messaging**

Enhance communications for delayed orders with specific content, conditional on the type of delay and resolution.

**> Product unboxing & educational content**

Elevate the unboxing experience with product-specific content such as tutorials, guides and inspiration, to make it more memorable.

**> Targeted promotions**

Leverage your highest engagement communications with promotions for new customers.

**> Local & real-world events**

Find customers in local neighborhoods who may attend in-person brand events.