Frequently Asked Questions about Sailthru Experiences

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Question: How do you price Sailthru Experiences?

Answer: We have two options for you to choose from. The first is a quick start package that can get you up and running fast and includes onboarding. We also have a submissions based model that is priced based on the number of submissions you'll get in a year.

Get in touch w/ your CSM

Question: How does media monetization work on behalf of advertisers?

Answer: One of the most interesting and beneficial ways our media customers can utilize Sailthru Experiences is by adding it as an option to their media packages available to advertisers. The data captured from the experience run with the advertising partner will be available to both parties - enabling media customers to grow and enrich their databases as well as offer that data to advertisers at a premium. Offering an experience as part of your media package options is an incredible way to stand out from the crowd.

Question: I already use Overlays to deliver compelling content to my customers and subscribers. Why do I need Sailthru Experiences?

Answer: Sailthru Experiences and Overlays work hand in hand. Sailthru Experiences is a content and engagement is content mechanism and Overlays one of the delivery mechanisms for an experience. Overlays today can capture basic information from visitors to your site such as name, email address, etc. But pairing an overlay with an experience will take that interaction to the next level.

If you serve a visitor to your site an overlay with an experience, rather than just filling in the blanks on a standard overlay, you can transport them to an engaging interaction to capture the data you're after and provide a value exchange with that visitor. You could serve them up an engaging quiz, poll, immersive experience, you name it!

Learn more about Sailthru Experiences

Question: Can Sailthru Experiences and Liveclicker work together?

Answer: With Sailthru as an anchor, Sailthru Experiences and Liveclicker paired together help you personalize your customer journey. Let's think through the flow of data behind the scenes:

When you launch an experience through Sailthru Experiences, you'll capture zero-and first-party data. It then flows automatically and directly into Sailthru where you'll be able to analyze it and use it to create segmentation and personalization. Which leads us to Liveclicker - with an email that includes a Liveclicker element, you can personalize the message you deliver to your customers with real-time relevant info based on the data you originally captured from the experience you were running.

Question: What is in the Sailthru Experiences library? How is it used?

Answer: The Sailthru Experiences library has over 85 off-the-shelf experiences for you to choose from. As soon as we've set up your brand's theme within Sailthru Experiences, you can select any one of the 85+ experiences, seamlessly apply your theme to it (no code needed!), and set the experience live. You can navigate the library by experience type or by marketing objective.

For example, if you know you want to run a quiz, you can easily see all of the experience quizzes available and choose the best one for your needs. And if you know your marketing objective is to build brand advocacy but you're not sure which type of experience matches up with that, you can view the available experience types that match up to your objective and choose accordingly. It's as easy as that!

Question: Is there a limit to how many experiences I can run?

Answer: There is no limit to how many experiences you can set up and run. The number you'll need to be aware of (we make it easy to keep track of, don't worry!) is the number of total submissions you have for the year.

Question: Are there any limitations of using the data?

Answer Since the data you gather through an experience is zero- and first-party data, there's no limit to the way you use it. You've created a value exchange with your customers and subscribers that has had them share their data with you, so you're free to use it in responsible ways throughout your analysis, segmentation, and personalization through Sailthru.

Question: Where does the data live?

Answer: Once you capture data through an experience, it will automatically and directly pass into Sailthru where it will be stored as an addition to an existing User Profile in the case of an existing customer or will prompt the creation of a new User Profile for brand new customers. As a Sailthru customer, your brand has unlimited lifelong storage for the data associated with your account.

Question: What are some examples of the experiences you offer?

Answer: Sailthru Experiences offers a wide array of experience campaign types. From giveaways and contests to quizzes and polls, you'll find over 85 experience campaigns available to you in the Sailthru Experiences library.