



OPT-IN CAPTURE, STORE VISIT ACTIVATION, AND RE-ENGAGEMENT

Email Subscription Capture & Engagement

Email Subscription Capture & Engagement tactics enable brands to convert unknown or low-engagement audiences into known, opted-in customers and drive them to meaningful actions such as visiting a physical store or engaging with digital experiences. By combining

identity resolution, real-time behavioral signals, and cross-channel orchestration, brands can capitalize on awareness, converting traffic into opt-ins and shift digital engagement into measurable foot traffic.

Brands struggle to efficiently acquire and engage customers when:

- Anonymous visitors are not converted into known, addressable audiences
- Opt-in strategies across email, SMS, and app lack a clear value exchange or timing
- Digital engagement does not translate into store visits or real-world actions
- Messaging is disconnected across paid, owned, and on-site channels
- Store visit campaigns lack personalization or measurable attribution
- Acquisition efforts focus on volume over quality and long-term value

Subscription Capture & Engagement helps you turn anonymous traffic into known customers

- **Convert anonymous users into known**, opted-in customers by combining identity resolution with well-timed value exchanges across on-site, in-app, and paid media touchpoints
- **Increase opt-in rates across channels** by testing and optimizing incentive strategies (discounts, exclusives, loyalty perks) based on behavior and timing
- **Drive qualified traffic to physical locations** using geo-targeted campaigns that connect digital browsing to nearby store proximity or product availability
- **Connect digital interactions to offline outcomes** by bridging online engagement with measurable store visits and in-store purchases
- **Improve acquisition quality** by focusing on long-term value and engagement rather than volume alone

How to measure business impact:

REVENUE:

Revenue per acquired user, in-store conversion rate, cost per acquisition, (CPA), incremental foot traffic lift, store visit rate

LOYALTY

Growth in known customer profiles, opt-in rate (email, SMS, app), CLV of acquired users

ENGAGEMENT

Open rate, CTR, CTOR, on-site session depth, cross-channel interaction rates, time to visit after engagement'

Why Zeta for Subscription Capture & Engagement

Most platforms can capture an email address or run a geo-targeted ad. Zeta connects identity resolution, real-time decisioning, and cross-channel activation in one system, so you can turn anonymous visitors into known customers, move them from digital engagement to in-store action, and measure the full journey from first touch to conversion.

- **Zeta Identity Graph:** Convert anonymous users into known, opted-in customers by combining identity resolution with well-timed value exchanges across on-site, in-app, and paid media touchpoints
- **AI-Powered Product Recommendations:** Combine behavioral, catalog, and trend data to surface the right products for each customer, replacing manual curation with intelligence that scales.
- **Data Cloud Enrichment:** Layer in trending and competitive signals from Zeta's Data Cloud to identify what's gaining momentum before your competitors do.
- **Cross-Channel Orchestration Without Extra Integrations:** Activate across email, SMS, push, and in-app from one platform with no third-party connectors or data lag.
- **Automated Creative Optimization:** Zeta's intelligence uses performance data and customer behavior to select and arrange right imagery and messaging for each channel.
- **Closed-Loop Attribution:** Tie every message to downstream AOV uplift, conversion, and incremental revenue so you know exactly which recommendations are driving results.

SUCCESS STORY

A leading CPG brand converted anonymous traffic into known customers with Zeta, driving a **9% lift** in in-store sales and **40X return** on ad spend.

Getting started with Subscription Capture & Engagement

1

Define acquisition goals
(opt-ins, store visits, engagement)

2

Build dynamic audience segments using predictive scores and Data Cloud signals to define churn-risk, high-value, and handraiser audiences

[Building your First Audience Segment Segments & Lists](#)

3

Create opt-in capture experiences and messaging

[Building your First Email Campaign Broadcast Campaigns](#)

4

Set up real-time triggers and geo-based journeys

[Creating Experiences Experience Builder Overview](#)

5

Measure and optimize opt-in rates, engagement, and store visit lift in Insights Studio

Key Considerations

- **Identity resolution:** Ability to recognize anonymous users and connect signals across devices to build a known audience.
- **Identity enrichment:** Ability to understand customer behaviors and patterns outside of your brand, including access to competitive shopping flags.
- **Value exchange:** A clear incentive or benefit for opting in, whether that's a discount, exclusive access, or utility-driven content.
- **Location data readiness:** Accurate geo-data to support store visit targeting, proximity triggers, and offline attribution.
- **Channel mix:** Balance paid, owned, and on-site channels for both acquisition and ongoing engagement.
- **Attribution:** Ability to connect digital campaign interactions to offline store visits and in-store purchases.
- **Compliance:** Consent capture must align with privacy regulations (GDPR, CCPA) across all opt-in touchpoints.

Data Requirements

- Web and app behavioral data (visits, clicks, engagement)
- Location and proximity data (store locations, geo-signals)
- Customer profile and consent data
- Paid media and campaign interaction data
- Identity graph and cross-device resolution signals

Required ZMP Tools

- Audience Explorer
- Experience Builder
- Campaign Builder
- Zeta Identity and Data Cloud
- Insights Studio

QUESTIONS?

Reach out to your Zeta Client Success Team to get started.