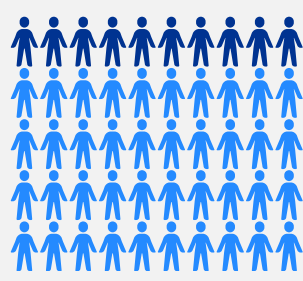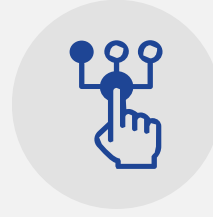# Engagement Index

20% Most Engaged

The Engagement Index Model evaluates a customers' interactions across your brand's channels to determine how engaged each customer is with your brand

Engagement Index Behind the Scenes

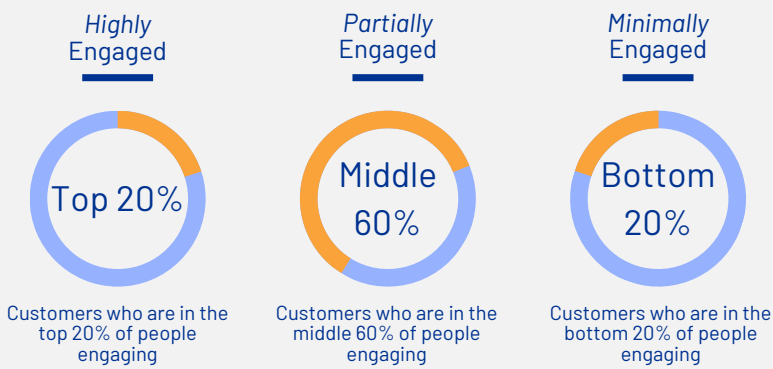The Engagement Index Model uses 2 types of data:

- Email Engagement
- Web Activity

Predictable scores your customers between 1-100 to assign "likelihood". Customers with a score of 1 are least likely, and customers with a score of 100 are most likely.

The Basic Segments

Predictable delivers segments that group customers based on their scores.

Highly Engaged

Top 20%

Customers who are in the top 20% of people engaging

Partially Engaged

Middle 60%

Customers who are in the middle 60% of people engaging

Minimally Engaged

Bottom 20%

Customers who are in the bottom 20% of people engaging

Smart Segment

Smart Segments are a combination of basic segments and model features.

Engaged Prospects

Non-Purchasers who are in the Highly Engaged Segment.

Using Predictive Segments
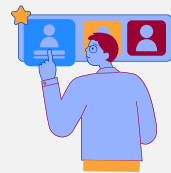
SEGMENT	USE CASES
Highly Engaged	• Reward highly engaged customers with specials offers via email campaigns to encourage brand loyalty
Partially Engaged	• Deliver more personalized ads and emails to encourage higher engagement rates and retention
Minimally Engaged	• Deliver retention campaigns a to encourage higher engagement rates
Engaged Prospects	• Create special offers and increase touch points via paid media and email to encourage conversion

White Box Insights

To empower you to understand your customer data we provide insights into the Engagement Index model, including:

- Summary Statistics: A detailed look into how well the model is performing.
- Feature Importance: A relative look at how important certain "features" are for the engagement index model. Features can include email campaigns, sales events, etc.