

DATA SCIENCE IN TARGET ADVERTISING

Benefits and Business Outcomes

- Increase profitability
- Increase your conversion ratio
- Increase customer satisfaction by reducing unwanted contact
- Increase operational efficiencies
- Learn what works (or doesn't) in each marketing campaign



“Leave no stone unturned to help your clients realize maximum profits from their investment.” – Arthur C. Nielsen, Sr.

Marketing data is a result of collecting. Starting from the 1920s, companies did marketing research and found out a lot about buyer's behavior. In the 1970s barcodes were used for scanning goods at POS (point of sale). Ten years later data centers saved records from RFID (radio-frequency identification) tags and video shot on security cameras. Retail data is constantly growing and its variety defies imagination. Retailers are sure, by virtue of retail data, products will become more profitable and competitive. It has led to a brand new type of analyst — data scientist. They are usually hired to make expenses lower and increase sales.

Marketing data improves working process. Consumers receive personalized recommendations, reward systems, mobile apps. Analysis of different records simplifies giving feedback. And the last, but not least is a predictive analytics to strengthen consumer's experience in online and offline channels.

There are some significant advantages for marketing strategy. Firstly, it's personalized offers that clients get on their devices made on the basis of clients' behavior. Secondly, it's getting a real time pricing based on market research.

Although, it enhances results of targeting, companies know which fields they should cover. Afterwards, companies are likely to get a return on investment.

Now let's pay more attention to predictive analytics and its role in targeting strategy. This type of analytics is made to transform your marketing into campaigns customer-oriented. It is advisable to have different and each group has to have own strategy. It increases the chance that your customer is likely to buy something. Do not avoid making research to promote your product to needful client, who is really interested in it. This client can be easily convinced to perform this action.

There's no use in showing your advertisement to anyone. Lots of people may ignore it. It's not the best idea to use a shotgun strategy.

Predictive analytics is an efficient method to get back marketing investments. Finding an efficient predictive model leads to increasing profit, conversion. Your customers will be satisfied with products and you will be satisfied with obtained experience how to choose the correct audience.

CASE STUDY – RETAIL ADVANCED ANALYTICS

Client: Retail advanced analytics platform

Period: Feb 2015 – Jul 2016

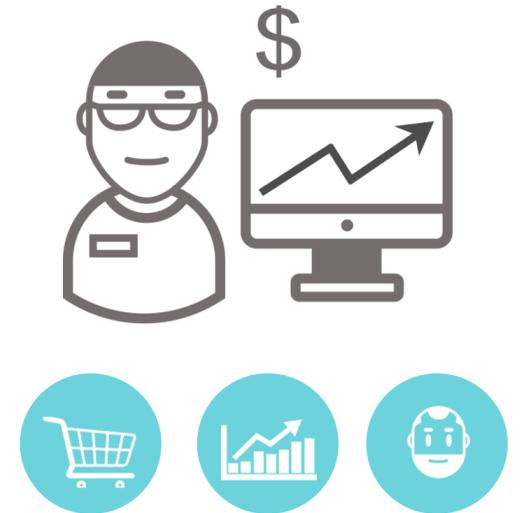
Customer request

Engineering and Data Science teams in Ukraine, dedicated to client. Building an innovative international product from scratch, lot of analytics.

Our serviced provided:

Team of 12 Data Scientists that built:

- OSA (on-shelf-availability) – behavioral analytics regarding churn prediction and availability on shelf
- Ecosystem: Huge stack of BigData oriented machine learning tools concerning prediction of behavior (i.e response prediction, churn analysis, hierarchical segmentation)
- Visual recognition tool for on-shelf-availability task



Results

Signed contracts with the biggest retail well-known clients and product proved to increase their revenues.

GET IN CONTACT

For Data Science technology projects please contact Nataliya Zub who will discuss your requirements and full scope of work, and assign you with a dedicated Account Manager.



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