



FEATURE CALLOUT

- Out-of-the-box machine learning
- Propensity to churn
- Send time optimization
- Cluster segmentation
- Self-service data science

MACHINE LEARNING

Overview

Data is the fuel that powers marketing. To deliver the personalized, cross channel experiences customers crave, marketers need to understand everything about their customers' intents, habits, and purchasing patterns. They must monitor customer behaviors to uncover insights, patterns, and trends such as shopping habits, cross-channel engagement patterns, and customer intent. Machine learning (ML) provides the context and scale required to make these experiences successful, which is nearly impossible for a human to do.

ML makes this possible by analyzing massive amounts of customer data and providing insights that optimize marketing strategies, predict engagement behaviors, and deliver more personal experiences to your customers.

Cheetah Digital's out-of-the-box approach to ML equips marketers with the tools needed to uncover valuable customer insights. Optimizing the customer experiences, based on your data, enables more time to focus on your marketing lifecycle strategies. Whether you want us to arm you with the algorithmic outcomes or you want to pull the lever yourself, Cheetah's Machine learning will help you make more informed marketing decisions.

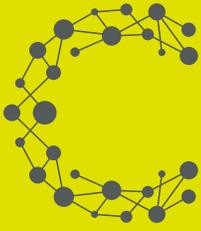
Propensities

Retaining customers is far less expensive than attracting new ones. Predicting customer actions – including when they are likely to churn – is a hallmark of ML. This ability enables marketers to deliver a personalized message or special offer to customers, lessening the chances of them leaving. Cheetah Digital's ML is always listening to and analyzing your customers' behaviors and will trigger a message to your customers who exhibit a potential churn event.

Our predictive analytics doesn't only focus on rescuing customers, we also look for propensities to open and click messages that lift response rates and encourage conversion.

Personas

ML can also improve your audience insights with clustering. By identifying natural groupings of customers who behave similarly and share common characteristics into audience segments, you can target them with tailored experiences, messaging, and offers that increase engagement and profits. ML helps build personas for your business. Whether they are foodies, coupon clippers, or avid runners, knowing who your customers are allows you to speak to them in a voice they will respond to.

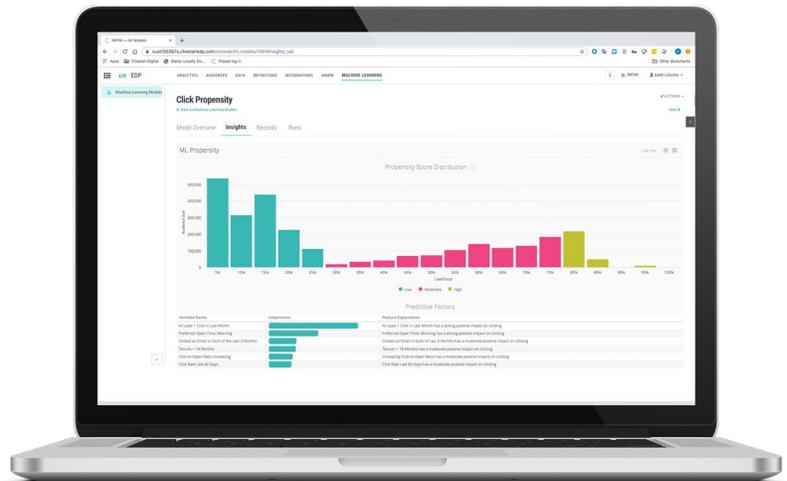


Send Time Optimization (STO)

As ML matures, so do the algorithms that determine the optimal send time a customer will engage with your messages. Consumers are constantly on the move and have access to multiple platforms, so metrics like last open and last click aren't enough anymore. Our STO looks at historical engagement, all the way back to when the individual record was first entered into our system, and learns over time. STO not only predicts when a customer will open, it predicts when an individual customer will click – which often is not at the same time. We've also employed a specialized technique to reduce the amount of sample selection bias when a brand has historically only sent at one time of day. Our STO is sophisticated and individualized, addressing inherent data biases and driving more opens and clicks. Additional conversion events, such as purchases or registering for an event, will be available soon.

Data Science Workbench

Our data science workbench puts the power of ML in the marketer's hands, allowing them to customize pre-built Cheetah Digital models to fit their unique needs without advanced statistical modeling knowledge. Our workbench provides the levers to adjust ML models for a new custom predictor or to fine-tune an existing one. You can suppress customers from models or control which fields are included for modeling through an intuitive interface – all with no code required. We help marketers predict the potential lift a model will provide so they can make smarter campaign decisions for where to apply budget.



To learn more about Cheetah Digital's Machine Learning capabilities, schedule a demo today.