

Digital Marketing AI Solution

Digital marketing AI solution integrates and analyzes members' purchasing behavior and contact history, predicts individual members' preferences and needs, and provides optimal product recommendations. In addition, it is an offensive and defensive AI solution that can predict the optimal timing of communication with each member who is almost leaving your service.

Challenges

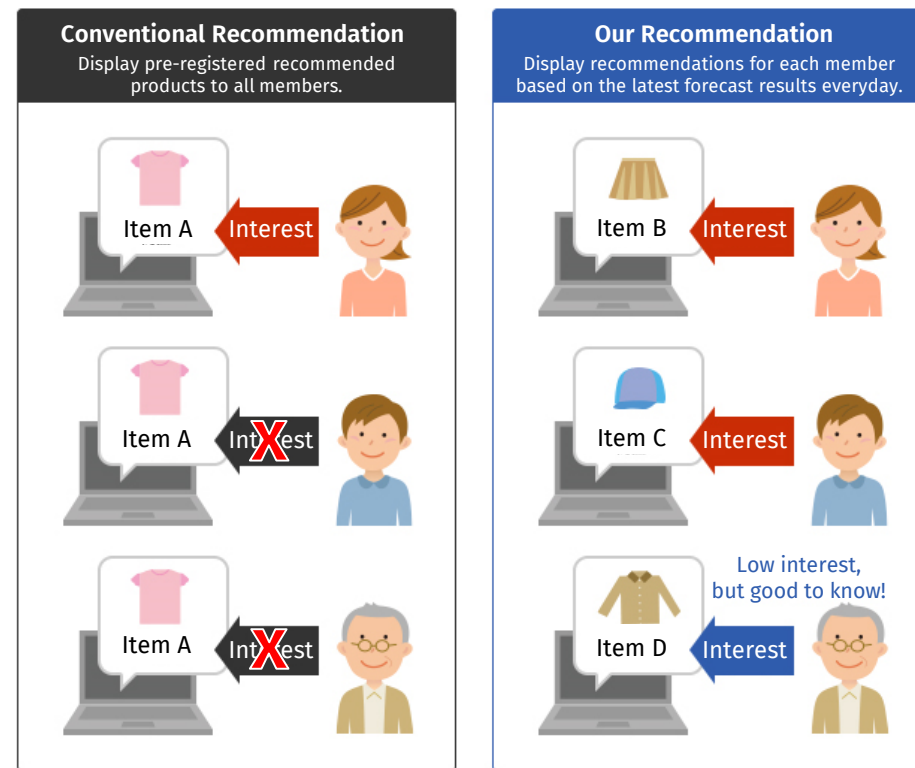
- We need to introduce products that match the needs of individual members, as we are limited to mass promotions and segmented product introductions.
- Since a certain percentage of members go less active or withdraw membership, we want to conduct effective and efficient promotions.

Solution

- Help customers meet new products, improve satisfaction, and optimize the timing of marketing communication.
- Provide a total solution from data collection, integration, analysis, aligning services and marketing actions, member response tracking, to effectiveness measurement and reporting.
- Adaptable solution even if the marketing team does not have analytics experience.

Applicable Fields

Retail, Banks, any business that has a loyalty program, etc.



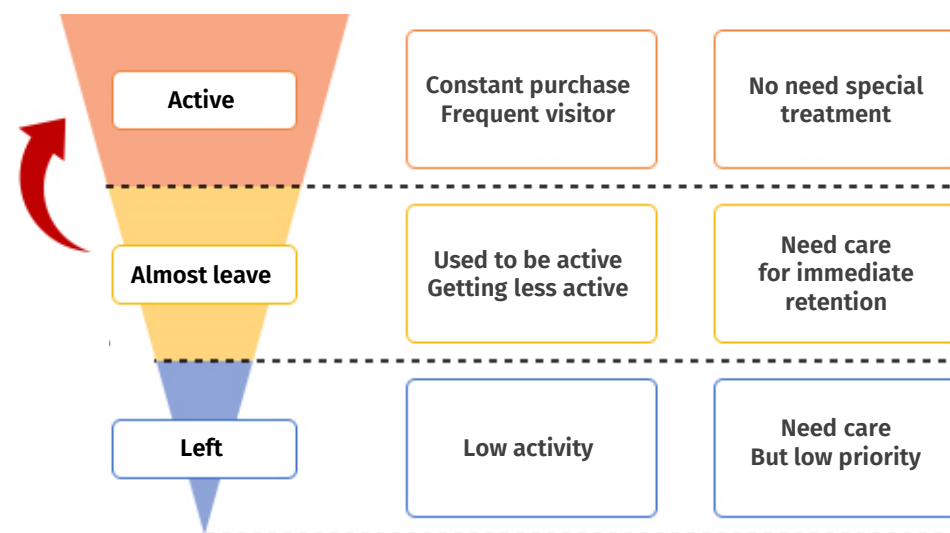
Personalized Recommendation

Conventional

Because the same recommendation is displayed to all members, it is unclear whether the recommendation matches their interests and needs.

Our solution

Displays recommendations that are most appropriate for each member, matching their interests and needs and increasing their click and purchase rate.



“Leaving” Alert

Our AI solution scores “leaving” risk on a scale of 0 to 100. It automatically divides members into three groups: “Active” group, “Almost-leave” group, and “Leave” group. It focuses on the “Almost-leave” group and also takes care of the “Leave” group to promote activation.

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Learn More

Interested in learning more about Digital Marketing AI? Request for a demo to see how we can help re-invent your business.



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