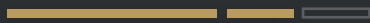


# TARGETED MARKETING USING CATEGORY PROPENSITY ANALYSIS



# THE CLIENT PROBLEM

Our client, one of the **largest retailers in the US** with an annual turnover of over 50 billion USD, wanted to **run targeted e-mail campaigns to achieve higher sales across categories**. It was imperative to **selectively reach out to those customer bases who had a greater propensity to purchase** into a particular category.

## THE AQ SOLUTION

AQ built a model to predict the propensity of each cardholder. We also designed a framework to suggest the most appropriate communication channel and offer. The key outputs were as follows:



### MODEL VALIDATION

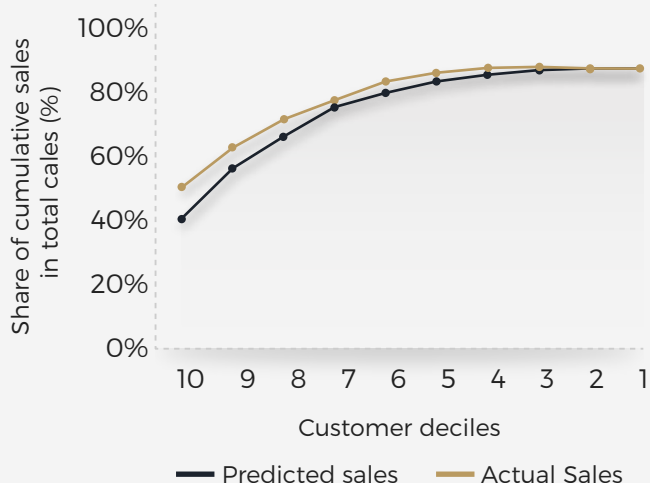
Who are the customers we need to reach out to?



### COMMUNICATION STRATEGY BASED ON CUSTOMER PROPENSITY SCORE

How do we reach out to them?

### PRODUCT CATEGORY



### RESPONSE PROPENSITY BY DIFFERENT SEGMENTS ACROSS DIFFERENT PLATFORMS

	Email	Mobile	Online
Segment 1	LOW	HIGH	MEDIUM
Segment 2	HIGH	LOW	LOW
Segment 3	MEDIUM	MEDIUM	HIGH

# THE CLIENT BENEFIT

We helped the client create customer acquisition plans and promotion budgets based on the results of our model. We also performed robustness tests on our model that ensured a higher rate of accuracy. Our highly skilled team ensured that the model was created and run in a timely, cost efficient manner.



**Thank You**

For any queries, get in touch with us.

[connect@aqinsights.com](mailto:connect@aqinsights.com)