Predictive Marketing Analytics

Anblicks
Your Digital Transformation Partner

Increase lead acquisition and conversion rates using Artificial Intelligence

About Client

- US based education firm having offices globally
- Helps international students with enrolments and guidance
- Partnered with top universities to expand their reach far beyond the traditional campus and help talented international students graduate and become successful

Business Drivers

- Identify key lead segments to have focused marketingefforts
- Measure campaign effectiveness
- Enable best-fit talent to focus on high-priority leads
- Identify campaign sources resulting in high-priority leads
- Optimize pricing and discounting

Approach and Deliverables

- Integrated with Amazon Redshift data warehouse service in the cloud to analyse 300+ million marketing activities data from Marketo (marketing automation) and Salesforce (CRM) systems
- Implemented lead segmentation, scoring, and recommendation models using RapidMiner data science platform
- Provided interactive visualization reports and dashboards as per business needs using Tableau Business Intelligence tool

Outcomes/Benefits

- Cost savings of 20% by not wasting time with low-priority leads
- Conversion rate increased by 12% by focusing on high-priority leads
- Discounting and Pricing optimization, improved profits by 2% (representing $12,000,000)
- Cost benefits by spending marketing budget on campaigns targeting customers having higher propensity to buy

Marketo
Marketing leads,
Campaigns, Lists, Lead Demographic and Behavioral information

salesforce
CRM for Opportunities,
MQL -Marketing Qualified Leads
SQL -Sales Qualified Leads

Amazon Redshift

rapidminer SERVER
Machine Learning
Lead Scoring Models, Pricing, Recommendations, Scheduler Jobs

tableau
Reporting
BI, Visualization, Reports and Dashboards