

THE MORE PRECISE THE TARGET, THE BETTER THE RESULTS



It's not always easy to take action on your data, but it's the key to better personalization, increased customer engagement and boosted sales. Mapp's AI Marketing Analyst is like a personal assistance tool that creates pre-defined user segments with the help of artificial intelligence. The AI Marketing Analyst analyzes and engages users based on 4 key predictions: conversion probability, churn probably, predicted next order value, and predicted customer lifetime value.

The AI Marketing Analyst gives you pre-defined user segments (i.e. segments based on our predictions) that support you throughout the platform, delivering actionable insights for a predictive and proactive approach to marketing. The AI-based segments also make Mapp Intelligence predictions much easier to use and evaluate. For each of the predictions, there are 3 different segments: high probability, medium probability, and low probability – which you can then target appropriately. Whereas before it might have been tricky to understand whether a predicted Conversion Rate of 15% was high or low, now segments include clear labels for each group.

mapp INTELLIGENCE					
Churn Probability	Conversion Probability	Next Order Value	Customer Lifetime Value	CLV & Churn	NOV and Conversion Probability
<small>ⓘ Conversion probability: We calculate the conversion probability for a user over the course of the next 30 days, regardless of how many conversions a user will make. Remind those who will probably convert to actually do so and incentivise those who probably will not convert, e.g. with a discount.</small>					
Users with high conversion probability			Users with medium conversion probability		
395,990			841,043		

More specifically, we don't think that fixed percentages provide you with enough insight on the value of each user. Instead, Mapp automatically groups users together in percentiles based on your overall customer data. For instance, the "high" segment always denotes the top 10% of all users ranked by the prediction, rather than showing that any user above 50% has a good conversion probability. This makes it easier to create rule-based campaigns and leverage this AI-technology to better target individual consumers and drive higher conversions.

FEATURE DETAILS: *The pre-defined segments are available as soon as predictions are turned on in a Mapp account, as they are an integral part of predictions. With the introduction of Intelligence segments, they are also available for use in Mapp Intelligence.*