

# Redefine Customer & Marketing Analytics

Optimize your Marketing Strategy and Outcomes with Impactful Insights

The application of Analytics and Data Science to consumer behavior and marketing translates into immediate impact, saving expenditures and improving marketing ROI. With Advanced Analytics and Machine Learning, you can improve and optimize marketing outcomes at every step of the customer journey.

## SOLUTION OFFERINGS

### Customer 360



- Marketing Data Warehouse
- Customer Data Platform
- Customer Profiling & Segmentation
- Advance BI Engine

### Conversion Rate Optimization



- Predictive Analytics
- Lead Scoring & Propensity
- Hyper Targeted Audiences
- Multi-Attribution Model

### Personalization of Experience



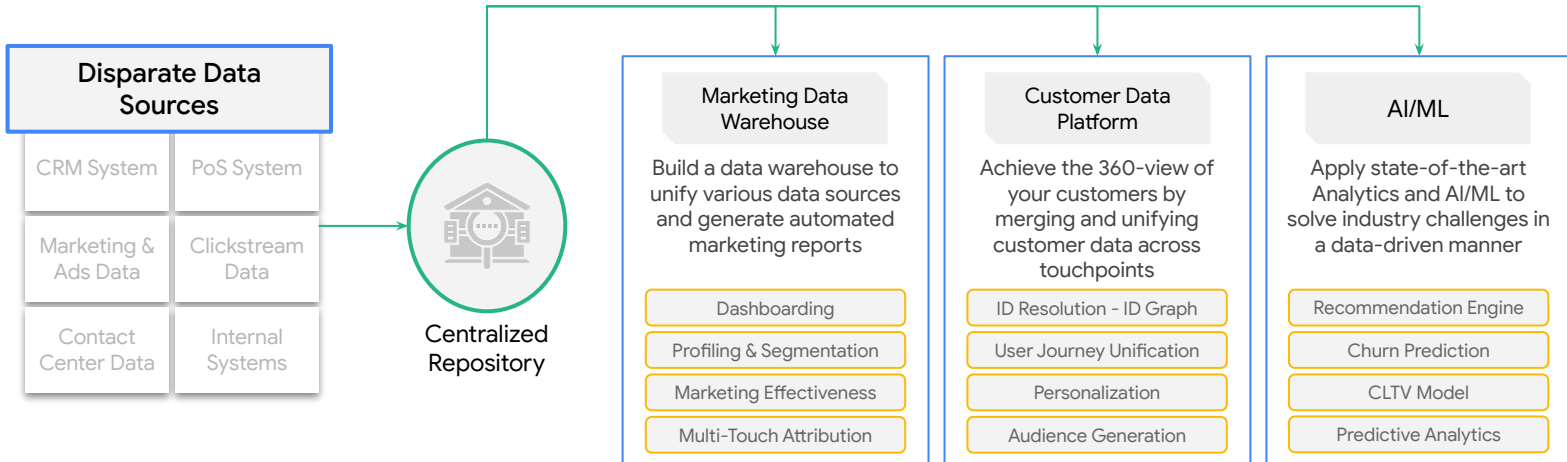
- Recommendation Engine
- User Journey Optimization
- User Level Personalization

### Retention & Growth



- Churn Analysis
- Predictive Customer Lifetime Value
- Cross Sell and Upsell
- Advance NPS Solution
- Brand Meter

## ART OF POSSIBLE WITH CUSTOMER & MARKETING ANALYTICS



## QUANTIPHI VALUE PROPOSITION

Industry Verticalization & Specialization

Deep Engineering Expertise in Cloud & Data

AI-First Digital Transformation

Packaged Solution Focus



Google Cloud



AWS Expertise



Google Marketing Platform



SAP Solution Partner



Adobe Marketing Cloud



Salesforce Marketing Cloud

### MARKETING ANALYTICS CLIENTELE

25+ Customers



FORTUNE 100

5 of Fortune 100

45+ Engagements



FORTUNE 500

15 of Fortune 500

## REAL-WORLD RESULTS: CASE STUDIES AND SUCCESS STORIES

### CUSTOMER DATA PLATFORM

**Problem Statement:** A French multinational conglomerate that specializes in luxury products was using a black box third-party Customer Data Platform (CDP). The user unification and user data deduplication logic was unknown in their existing solution. The client wanted a transparent CDP solution to obtain a 360-view of their customers.

**Challenges:** Integration of multiple source applications and web based sources, with near real-time data ingestions from sources to a centralized data repository, while also ensuring bi-directional data flow to and from Salesforce (CRM).

**Business Impact:** Quantiphi built a custom whitebox CDP solution to generate a 360-view of the customers. Quantiphi's solution helped the client achieve higher cost savings, accuracy, and flexibility.

### MORTGAGE PROFILING

**Problem Statement:** A financial holding company wanted to leverage data from multiple sources including clickstream, account, and transaction summary to build machine learning models to predict the purchase, refinance, and churn probabilities for mortgage product for customers.

**Challenges:** Stitching of data across clickstream and other sources was needed. The data set was highly imbalanced with limited features available for the model for fair lending.

**Business Impact:** Quantiphi built a solution where probability scores of purchase, refinance and churn were mapped against different customer identifiers. Quantiphi's solution enabled the client's team to target users across multiple digital and offline channels and increase conversion on their existing spend.

### PERSONALIZED RECOMMENDER SYSTEM

**Problem Statement:** A retail giant sought to augment their 'universal shopper profile' built on blockchain and focused on fashion products to personalize the shopping experience for customers on their partner retailers' websites.

**Challenges:** Sparse purchase history and preference data coupled with disparate product naming conventions across multiple retailers made standardization for recommendations complex. Rapidly changing fashion trends needed to be catered to.

**Business Impact:** Quantiphi's personalized recommender system delivered hyper-personalized recommendations improving customer engagements and cross-selling of products for retailers.

### CUSTOMER CHURN ANALYSIS

**Problem Statement:** One of America's largest insurance companies sought to maximize their ability to predict groups with a high probability of churning as well as identifying the key features for a group that influences the probability of churn.

**Challenges:** There was limited historical data affecting accuracy and lack of relevant metrics related to demographics and associated product. Furthermore, we encountered a highly imbalanced target variable.

**Business Impact:** Quantiphi's solution achieved > 2X uplift from the client's existing risk score model and accelerated business growth by providing intuitive forecasts and recommendations to decrease their group defection rate.

Quantiphi is an award-winning AI-first digital engineering company driven by the desire to reimagine and realize transformational opportunities at the heart of business. We are passionate about our customers and obsessed with problem-solving to make products smarter, customer experiences frictionless, processes autonomous and businesses safer.

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