

BROCHURE

Turn Insights into Instant Actions™

BEHAVIORAL ANALYTICS AND REAL-TIME
CAMPAIGN MANAGEMENT PLATFORM

Data and analytics are changing how businesses operate today. AI, Machine Learning, Deep Learning, and other data scientific terms permeate all business discussions. But analytics is only part of the story.



Analytics is only valuable if you can act quickly to capitalize on it. If companies find it hard to implement analytics because of lack of trained data scientists and other obstacles, it is even harder to make analytics actionable in real time.



Our platform solves both problems by providing easy do-it-yourself analytics for business users and by allowing them to seamlessly configure, execute and A/B test real-time campaigns. The two-in-one combo allows you to turn insights into instant actions.



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www.trendalyze.com

The Value of Our Micro Trends Analytics

Today, consumer preferences and behaviors are changing constantly and fast. Consumers are overexposed to new content and incentives that nudge them to change their behaviors. They seek new experiences and try new things. As a result their preferences and habits change over time. Old habits are not abandoned instantaneously; instead new habits evolve over time and erode the consistency of prior behaviors. Ultimately consumers churn and companies lose revenues.

Fortunately, all these behavioral changes can be detected through analytics. And while there are many statistical and data scientific analytical models, a new breed of analytics is emerging that is both better suited for behavioral analysis and much easier to use by marketers and business professionals. The small behavioral changes are called micro trends, i.e., small deviations from the expected pattern of behavior. Detecting and analyzing the behavioral micro trends reveals a lot of information about newly forming habits which marketers may want to foster or deter.

Companies capture very detailed consumer data that reveals the footprint and behavioral DNA of every customer they have. Finding the unique behavioral DNA of every customer and monitoring in real time for newly emerging patterns is not trivial especially if you have thousands or millions of customers. In the past, this process required a lot of data scientists and IT specialists to create models and build expensive custom applications. We solve this problem by providing marketers and business professionals with easy-to-use, self-service tools to discover, search and monitor for micro trends in real time. It is our unique approach that makes it so simple. Instead of modeling the data, we search for patterns. It works like Google, but rather than searching for words, we search for shapes in the time series data. The different shapes within time series data contain the clues to everything that is happening. And marketers can act on based on these clues fast!

The Value of Our Real-Time Campaign Management

As important as it is to understand the behavioral trends, it is just as important to act on them at the right time. Opportunities that you miss to act on at the right moment through the right channel, are typically taken by your competitors. Today all digital businesses are real time businesses that compete to gain the attention of consumers at every opportunity. Hence, it is important to be able to reach your targeted consumers in real time across all digital channels, and serve them with tailored messages and incentives based on both their historical and immediate behaviors. This is what it means to catch the consumer at the right time, at the right place, and in the flow of what they are doing in the digital world.

The configuration and execution of real time campaigns across channels and in the flow of consumer activities poses particular challenges that we solve. First, it is hard to integrate the analytics with the execution engine to achieve instant scoring within campaigns. Second, it is hard to implement real time, dynamic segmentation to support personalization of content and offers. Third, it is hard to execute your campaign across channels, to monitor for behavioral triggers, and to deliver instantly personalized messages and incentives. Fourth, it is hard to build customer journeys and conditional milestone based campaigns without coding. Fifth, it is hard to automate the execution of A/B testing to determine in near real-time the effectiveness of your campaigns. Finally and most importantly, it is hard to do all of this at scale and cost effectively as we do,

In addition to solving these highly technical problems, we provide an intuitive interface for marketers and business professionals to set up and manage the process in a DIY manner, as well as to create and share campaign templates for faster execution. Combined with our analytics approach this gives companies the opportunity to create a knowledge base of real consumer behavior and campaign sensitivity (response to campaign incentives) that ultimately drives faster and more precise execution.

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Real Campaigns from the Gaming Industry

Example 1: The revenue generated by a player in a given game session is influenced by multiple factors such as chip balance, wagered amount, win/loss ratio, etc. These factors are used to identify and target players with low expected revenue. In one campaign, we served an offer valid for only 30 min to a test and control group. Half of the players in the control group received the offer via email or SMS, while the other half of the players in the test group got it within the app as a pop-up – a pop-up that is triggered by a particular user event in the app at which time a model is executed in real time to identify a low expected revenue player. The A/B testing showed a 5% lift in the revenue per minute for the players in the test group who received the offer in real time and in the flow of their activity.

Example 2: Reactivating long term customers is a challenge for every company. Every marketer knows that social affirmation, i.e., getting reminders from friends, is more effective than corporate marketing communications. But can we improve the effectiveness of this method if reminders are sent in real time when the friend is online? We sent personalized invitations to players who were more than 30 days inactive to join their friend at this very moment to play a game together. The “waiting” friend campaign led to 2x increase in the CTRs and a 10% increase in reactivations.

Example 3: New customers are more likely to churn as they have not formed a habit yet. We leverage real time incentives to reduce churn among newly converted cash players. A prediction model identifies the likely churners who are targeted with a bonus offer to increase their account balances at the end of their cash games. The higher the account balance, the more

likely the player to return. A/B testing proves that time-sensitive offers in the flow of the game are significantly more effective than any other communication.

Example 4: Milestone based offers served along the player journey are very effective to keep players engaged. Offers and rewards are unlocked upon a player's actions and can be combined with new challenges to nudge players to take immediate actions. In one campaign, the journey is designed in such a way that if a new player loses his first cash game, his entry fee is partially refunded. Furthermore, he is given a limited time challenge to win one of three games and double his winnings. Rewards and challenges can come in many variations to nudge players to continue to play.

Player Attrition Monitoring and Revenue Optimization

Example 5: Attrition is a major problem in the gaming industry, but attrition is hard to predict. The problem is especially acute for high value players who account for the lion share of the revenue. Micro trends analytics is used to identify and monitor for reduction in player engagement and spending. We identify monthly 3% of players who become significantly disengaged and whose behavioral patterns have changed from the past. For more information read the complete story at www.trendalyze.com