



Personalized Recommendations Solution for Marketing Campaigns

Powered by Azure ML

OUR ASSOCIATIONS WITH MICROSOFT

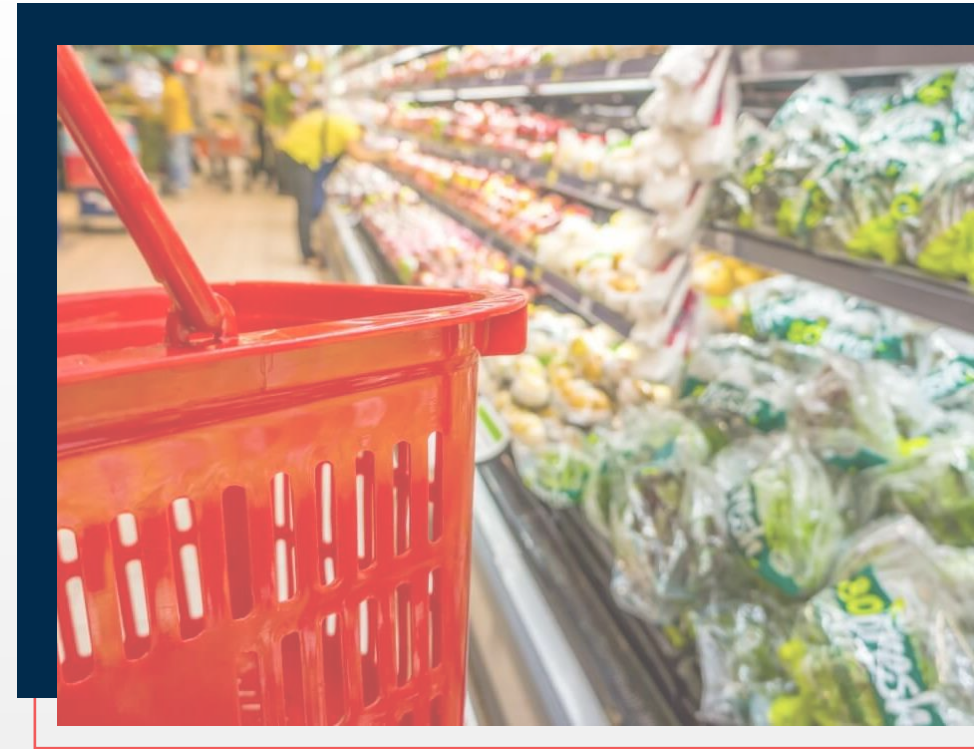
 Microsoft | AI Partner Council  Microsoft | Azure Marketplace

 Microsoft | Co-Sell Ready Partner



Drive more engagement and conversions from your marketing campaigns with Personalized Recommendations

Consumer & Retail sectors are looking for data driven personalized promotions recommendation engine to overcome issue of a steady decline in effectiveness and engagement of their existing promotions



CHALLENGES

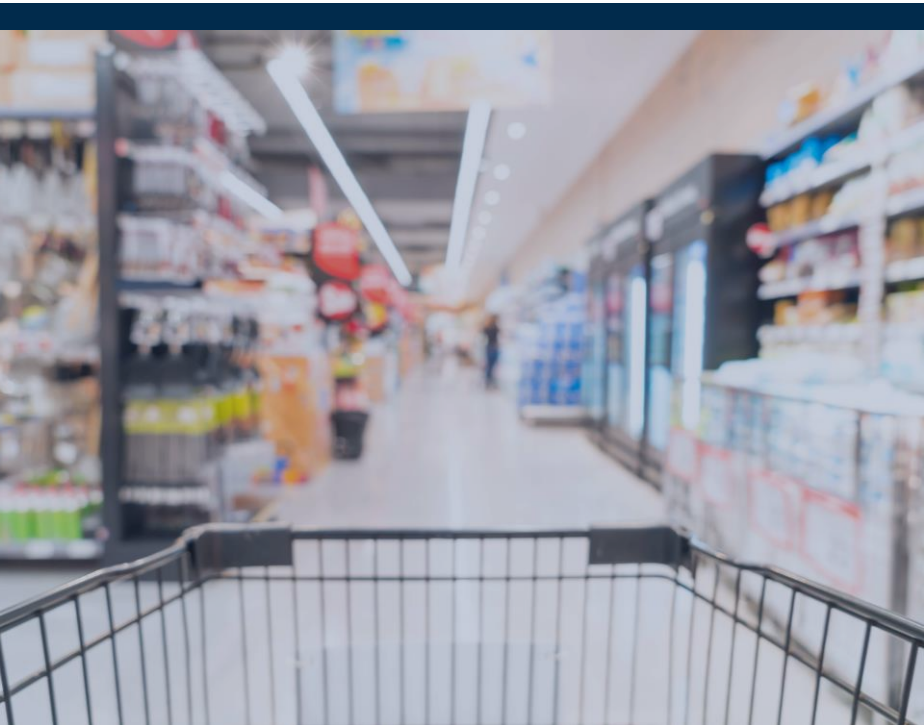
The implementation of personalized recommendations for marketing campaigns comes with a number of challenges, including the need to manage and analyze large amounts of data in real time, the need to integrate recommendations into the customer's in-store experience, and the need to coordinate recommendations across channels.

IDEAL SOLUTION

Leveraged advanced Azure ML Services for building and deploying personalized recommendation models that can analyze customer data in real time and deliver relevant and accurate recommendations to customers wherever they are.

DESIRED OUTCOMES

The solution output was used in a webtool integrated with ML models for generating weekly recommendation of three different promotions for every customer.



AFFINE

COMMAND THE NEW

Personalized Recommendations Solution for Marketing Campaigns Powered by Azure ML



Increased promotions
redemption rate



Improved conversion
rate of marketing
campaigns



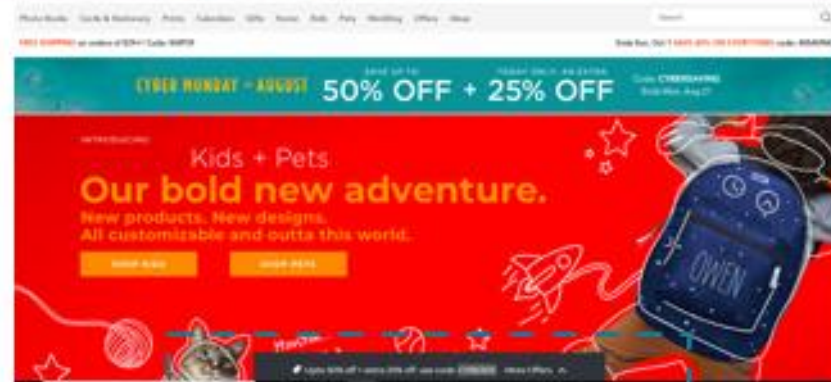
Recommendations on
Cross-selling and up-
selling

Personalized Recommendations Solution for Marketing Campaigns Powered by Azure ML

Customers Notified On The Website On The Upcoming Launch Of Personalized Promotions And Offers



Once the customer clicks on "My Offers" drawer, they have an option to select from three personalized offers



Want to know more?



www.affine.ai



affine.cloud@affine.ai



+1 469 537 0815

OUR ASSOCIATIONS WITH MICROSOFT

 Microsoft | AI Partner Council

 Microsoft | Azure Marketplace

 Microsoft | Co-Sell Ready Partner

