# Cadence : Contextual Marketing Engine

Powered by AI and built using RoboticDataScience methodology, pioneered by The Data Team

Efficiency of marketing campaigns plays a vital role for B2C marketeers. Rolling out personalized, relevant and timely offers based on customer needs is extremely important to keep customer delighted

Cadence, built using RoboticDataScience, is a methodology pioneered by us to engineer intelligent, data-driven products for various businesses across industries. Cadence profiles customers dynamically and enables automated intelligent marketing decisions. The offers provided are completely personalized and contextual in nature. Cadence increases the efficiency of marketing campaigns, enhances customer satisfaction and thus reduces churn rate

## Benefits

- Execute diligent marketing campaigns that are highly customized and contextually aware

- One-to-one targeted marketing campaign based on micro-segments and individual-level characteristics

- Proactive customer relationship management by gaining insights on customer lifetime

## Know Your Customers

- Holistic view of customers ; Socio-economic , behavioral

- Micro-segments and individual – level characteristics

## Contextually Relevant Decisions

- Domain-aware dynamic decisions powered by ontologies

- Merging digital and physical contexts

## Timely Insight and Implementation

- Intelligent audience discovery and roll out real time offers

- Integration with existing channels and campaign management systems

**Majority of customer cancel subscriptions or close accounts due to irrelevant offers they receive**

**Retain customers by proactive personalization**

**Operationalizing market analytics and reducing time to market**

The retail arm wanted to send out offers in real-time to eligible customers based on their propensity to use up the offer. The business benefit from rolling these offers out is to encourage customers to spend more on the credit card. The Data Team developed a solution o achieve this by exploring technical capabilities and profiling customer profile diligently.

- Retail arm, Global MNC Bank

# Enhance customer experience through personalized and diligent service offerings
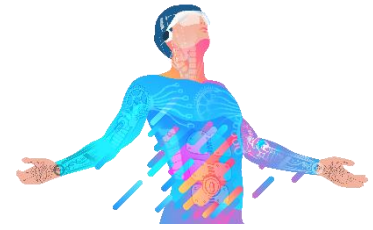
- Majority of consumers say personalization plays a role in their purchasing decisions
- Consumers prefer to do business with brands that use personal information

- Enhance efficiency of marketing campaigns rate by understanding customer profile diligently and provide service offerings which are dynamic and contextual

- Operationalize marketing analytics through real time processing of events
- Scalability of cloud storage ensuring complete utilization if data silos containing holistic view of customer profiles

- One-to-one targeting and marketing based on customer needs and characteristics
- Providing personalized services and offerings across channels and systems
- Contextual and timely decisions enhancing customer experience

## Why Microsoft

Microsoft Azure provides cloud storage for data that can be fetched from both external and internal sources. Azure provides scalability for data silos enabling complete utilization of data silos and processing them in real time thus operationalizing the marketing analytics to derive decisions contextually. Azure supports real time event processing and provides insights on customer profile , characteristics and needs contextually

THE DATA TEAM

CADENCE