

TRENDENCE

AZURE MARKETPLACE →

Customer 360 (Cosmos)

Customer Success Story

#BeyondPossible

Tredence provided end to end marketing and personalization support for a retailer with **+100M** households through Cosmos

Financial Planning

Annual Operation Plan (AOP) – Marketing & Finance

- >> Scenario planning for marketing spend levels
- >> Align financial plan with marketers at channel & Category level
- >> What-if causal forecast simulations for risk mitigation

Real time tracking and causal decomp to drive periodic adjustments for unplanned events & changing consumer behavior

Identify

Audience Selection

- ▣ Purchase Propensity & Churn Models (Channel, Seasonal / timing, brand, category & product) to enable real time/on-demand audience selection

Personalization for everyone

- ▣ Target at individual level instead of segment level – Rapid test & look alike modeling for customers with less data

Orchestrate

AI Orchestration & Personalized Content

- ▣ Orchestrate customer journeys across lifecycle segments using right channel with right product at right time – AI/ML driven content personalized for each customer / cohort

DMP Push

- ▣ Provide Real time / on-demand inputs to DMP to enable interventions & notifications with personalized messaging during shopping journey

Measure

Unified Measurement

- ▣ Unified live MMM/MTA, TVA and reallocation engine

Test & Learn Platform

- ▣ Enabling experimentation & decision making across touchpoints of customer journey

Measurement 360

- ▣ Retain learning from Marketing Campaigns to provide inputs to design new campaigns & measure impact on CLTV

Customer Cosmos Data Platform: One-view of the customer, live time ML segmentation, 3P monetization, data democratization & ongoing measurement/optimization

6x

Increase in supplier Marketing Spend over last 2 years

10pt.

NPS improvement for ecommerce purchasers

5X

Improvement in query and ML segmentation processing time

+25M

of at-risk customers reengaged in 2020

\$230

Increase in customer lifetime value attributed to marketing

Thank You

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Tredence Inc.

1900 Camden Avenue, #66,
San Jose, CA 95124.

CONTACT DETAILS

Mobile:
Email: