

Plan, Execute, and Measure your Marketing Spend with a Unified Marketing Platform on Azure

CPG's marketing functions often suffer from extended lead times in modeling and measurement, limited visibility into performance and planning, and sub-optimal ROIs in campaigns.

End-to-end marketing personalization support from planning to measurement

Our ML-enabled framework provides marketers a scientific way to plan and allocate their marketing budget.

- Financial Planning – Align financial plans with marketing spend through simulations at channel and category level
- Identify – Audience selection and personalization of content
- Orchestrate – Map customer journeys across lifecycle segments
- Measure – Unified measurement, experimentation using Test and Learn, and retention of learnings from successful campaigns to design new campaigns

Reach out to us at alliances@tredence.com for a demo.

Tredence is an AI engineering and analytics company that focuses on the last-mile delivery of insights into actions by uniting its strengths in business analytics, data science, and software engineering.

Marketing data platform features



Data Mart Preparation

Gather data from multiple sources and harmonize to create a dataset for ML model development



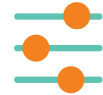
ML Model Build

Feature engineering and robust ML model development



Planning

Align finance and marketing AOPs; make periodic adjustments



Personalization

Real-time/on-demand audience selection and personalization tool



AI Orchestration

Engine to send the right message to the right consumer at the right time



Measurement

Campaign-specific; Consumer Health; Unified Measurement

Business Impact



11% average lift in ROAS



9% reduction in cost metrics, like CPC, CPM, CPI



50% improvement in time taken to plan and align

Tredence assists businesses in developing an end-to-end marketing platform to optimize spends and reduce planning and measurement time.

