

TRENDENCE

AZURE MARKETPLACE →

Trendence Test & Learn Platform (TALP)

Solution Deck

#BeyondPossible

Tredence Test & Learn Application

Challenges



» Legacy testing platforms using decades-old analytics limit the enterprise value of developing an experimentation culture.



» Learns only within the context of a given experiment, limiting the adoption of a learning culture and reducing the enterprise impact of insights.



» The current Marketing team has a broken experimentation process and no holistic view of how each initiative is affecting the purchasing behavior of customers.



» Limited visibility and understanding of the effectiveness of marketing experiments for campaign owners



» Dependency on campaign analysts for standard campaign effectiveness read outs

TALP Solution

- Test and Learn Platform (TALP) is a **lightweight, configurable platform for designing marketing innovation experiments and obtaining holistic 360-degree performance**. It augments the decision-making of campaign owners, store managers, product managers, and marketing managers by providing a 360-degree view of the experiment's performance by highlighting critical metrics, analyzing lift, and providing cross-sectional insights. These insights are used as inputs for better campaign design and audience selection processes, new product feature launches, promotional planning, etc.
- The Tredence Test and Learn Platform helped deliver a 10–25% lift in ROI while reducing the time spent on designing, executing, and measuring experiments from weeks to hours.

Key Ingredients of TALP



Design your new experiment.

Proactive system recommendations and ML techniques help you build the optimal experiment design, test it, and match it with the control.



MEASURE YOUR TEST IMPACT ACROSS

VARIABLES. Enable a full 360-degree real-time view into experiment performance across all key measures, such as sales, profit, shopper response, traffic, etc.



LEARN FROM ADJACENT EXPERIMENTS.

Using adjacent learning, exploit winning features to drive enterprise-wide insight adoption and a virtuous cycle of experiment improvement.



TALP is Imagined to Address the Broken Experimentation Paradigm

Master Experimentation Data Platform

A built-in master database with ready design features and measures based on historic experiments



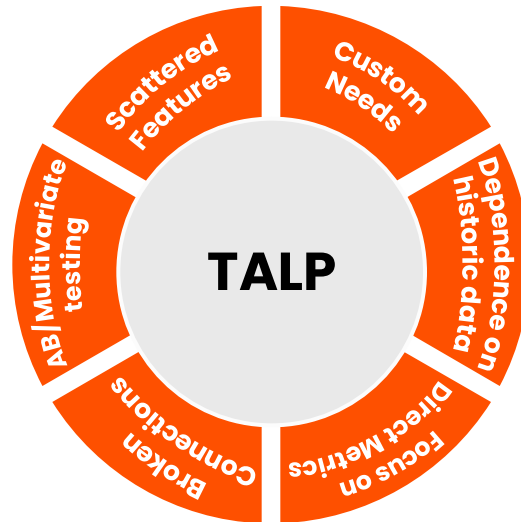
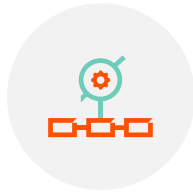
Learn at Scale

Provisions many micro experiments guided by AI based techniques (Multi Armed Bandit and Reinforcement Learning)



Integrated Workflow

Workflows to integrate with other related systems in near real time

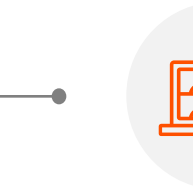


Configurable Interface

Comes part configured and part configurable to adapt to local experimentation needs quickly

Adjacent Learning

Engineered to decompose the campaign into features and learn winning ideas from campaigns with similar features executed in recent past

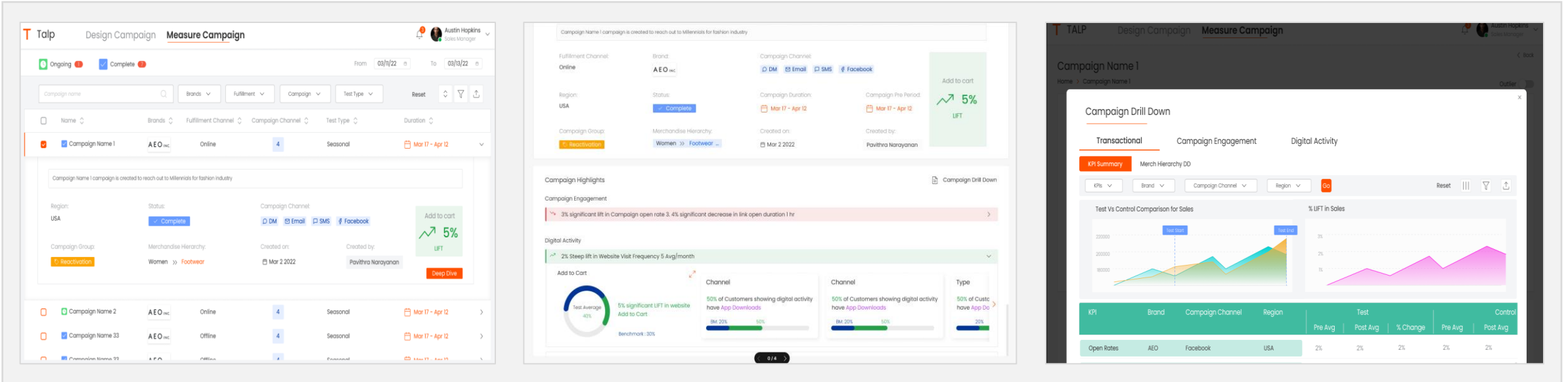


360 Performance view

Evaluates experiments through the funnel with both direct and indirect measures for holistic view



TALP leverages intuitive visualizations built on advanced AI/ML algorithms to optimize your experimentation process




200+
Campaigns


500+
Users


15+
Types of
Campaign


40+
Data Sources
Integrated


**Real time
measurement**

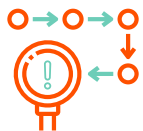
Success Story - TALP

BACKGROUND



- » The marketing team at one of the world's largest retailers was about to redefine their e-commerce business model to better compete with Amazon and wanted to carry out a series of experiments to test different delivery & marketing models
- » Their legacy process involved using a dated test and control platform and led to significant manual interventions and a fragmented process to testing the scale of experiments they wanted to run

PROBLEM STATEMENT



- » The retailer wanted an entirely automated end to end workflow to test hundreds of different marketing and delivery engagement models with shoppers

Tredence Test & Learn Platform



Automated Data ETL, Feature Engineering and Modelling Pipelines to reduce manual interventions



Dashboards and views that were customized for the specific client objectives



Leveraged the Tredence TALP for one stop shop for Design, Measurement and Learning from experiments



Ongoing support for end-to-end experimentation governance and monitoring of model & data pipelines

OUTCOMES



~60%

faster experimentation cycle



~70%

lesser time spent by analysts on operations with their time being reinvested in value added insights



100%

sustained insights quality & decisions

Thank You

#BeyondPossible

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