WHAT DOES THE FUTURE HOLD?

AI, MACHINE LEARNING & PREDICTIVE ANALYTICS

Ross Kramer
Founder & CEO
NARROW VS. BROAD

ARTIFICIAL INTELLIGENCE

(And what it means for you)
Labradoodle or Fried Chicken
Apple or Barn Owl
Chihuahua or Blueberry Muffin
Re:sca|m

What are you?
What do you do?
Why?
Can you show me?
Is it working?
FAQs

Hey.
Nice to meet you.
Welcome to Re:sca|m.
AI is Poised to Revolutionize Marketing but it Lacks Understanding and Adoption*

80% Of marketing executives predict AI will revolutionize marketing

26% Have a very confident understanding of AI

10% Are currently using AI at work

*Asked among B2B marketers manager level or higher at companies with 250+ employees
AI² ARTIFICIAL INTELLIGENCE + ACTUAL INTELLIGENCE
How To Polish A Car

Polishing the body of your automobile is an important task to perform several times each year for avid car owners and drivers. Polishing your car will extend...

How To Polish Alloy Wheels

If you have alloy wheels, it is important to clean and polish them in order to prevent corrosion and prolong their life. Alloy wheels can be cleaned from simple...

Removing Light Pitting and Scratches in Chrome with Household Items - Free and Easy Tip

Make those Chrome Scratches and Pitting Vanish with this Simple Tip! We all know that eventually your classic car's original chrome finishes...

3M Perfect it II Ultra Fine Polish Quart
06068
Item #14968ZP Brand: 3M

Eliminate swirl marks on painted surfaces, even difficult dark colors

Only $49.99

ADD TO CART

p....dilla8@comcast.net
Eastwood Contour SCT®
Surface Conditioning Tool

A ruggedly built tool designed to quickly remove paint & rust or surface condition metal.

LIMITED TIME - LIMITED QUANTITIES - TOOL
HOT NEW PRODUCT RECOMMENDATION

Save 10% or more
$A^2I$ ARTIFICIAL INTELLIGENCE + ACTUAL INTELLIGENCE
Listrak Roadmap Themes
Identity Resolution
Rest API
SMS
PUSH
Predictive Analytics
Typical Binary Classification Prediction Curve
LOW LIKELIHOOD TO BUY

HIGHER LIKELIHOOD TO BUY
60-Day Predicted Buyer Experiment
WE’RE SENDING EMAIL TO PEOPLE WITH LOW LIKELIHOOD TO BUY
40 Day Test

1. Predictive analytics system found 112,000 email addresses NOT on the active file that were higher than average likelihood to convert.

2. Merchant actively mailed to this segment for about a week.

3. 27,000 “predicted buyers” became part of the daily active file.
## 60 Day Buyer Predictive Segment Results

<table>
<thead>
<tr>
<th>Metric</th>
<th>Percentage Delta</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open Rate</td>
<td>-39.1%</td>
</tr>
<tr>
<td>Click Rate</td>
<td>+5.5%</td>
</tr>
<tr>
<td>Conversion Rate</td>
<td>+76.6%</td>
</tr>
<tr>
<td>Revenue Per Email Sent</td>
<td>+100%</td>
</tr>
</tbody>
</table>
PREDICTIVE ANALYTICS
CRM EXAMPLES
Subscriptions by Source
Predicted Purchasers by Subscription Days

- 0 to 6
- 7 to 13
- 14 to 29
- 30 to 44
- 45 to 59
- 60 to 74
- 75 to 89
- 90 to 119
- 120 to 149
- 150 to 179
- 180 to 259
- 270 to 364
- 365 or Above

Email Subscriptions Days Subscribed Tiers
Probability of Purchase by Category Count
Probability of Re-Purchase by Category Purchased

- Off the Shoulder Tops: 0.0%
- Jumpsuits and Rompers on Sale: 6.0%
- Midi Dresses: 8.0%
- Clearance Sale: 8.0%
- 40% Off Sale: 8.0%
- Tops on Sale: 8.0%
- Dresses on Sale: 8.0%
- Bottoms on Sale: 8.0%
- Womens Plus Size > Tops > Graphic Tops: 8.0%
- Jeans on Sale: 8.0%
Resources

• Listrak CRM
• Listrak CRM: Bridging the Gap between Data and Actionable Insights
• SMS Marketing: Why You Need It and Where to Get Started
• Mobile Marketing Strategies: Using SMS and MMS Together
• Mobile Marketing with Listrak
• Listrak API for Developers
• Who Will Adopt Artificial Intelligence in 2018?
Thank You.