ACCELERATOR
for Segmentation

Automate the identification & creation of marketing segments using the power of Machine Learning & Data Science.

Acrotrend
Customer insights & analytics

Today's consumers expect the brand experiences to be personalised whether they are seeing an ads, reading an email, visiting a website or using an app. Marketers know that personalising content improves both engagement & conversion.

But creating segments is manual & time consuming. Marketers often have to work with incomplete data sets, replying on a partial view of the CRM & a subset of behavioural data. Creating a segment means configuring a set of rules using the marketers intuition of groupings in the data, the effectiveness of which can only be tested by split testing a live campaign.

Data Science can automatically identify segments. Machine Learning works with larger, more complex data sets than a human can & continuously improves the accuracy of target segments over time.

Upgrade your Marketing Automation with Artificial Intelligence.

Acrotrend's Marketing Consulting & Data Science teams will apply machine learning to your customer data to uncover the natural groups & leading traits that indicate high value, high converting prospects.

The team will work with you to automate the creation & publishing of audiences from these groups to your AdTech & MarTech infrastructure. This reduces the workload associated with creating segments, while improving the targeting of your marketing campaigns.

WHAT WE NEED

Participation of marketing stakeholders in workshops & interviews to define goals & needs.

Access to your data warehouse, CRM & Marketing Automation platforms or an anonymised version of the data you plan to use for targeting.

Amazon or Azure compute resources to run machine learning algorithms.

WHAT WE DO

Analyse, model & prepare your data for data science analysis

Identify natural segments & groupings in your audience data based on conversion likelihood

Automate publishing of segments for use in personalised content & advertising campaigns

WHAT WE DELIVER

1) Analysis of your data showing segments based on conversion likelihood & the traits that define the groupings

2) Probability score to assess the predictive accuracy of each grouping or segment

3) Process automation to continuously improve the accuracy of the segments & keep MarTech / AdTech audiences up to date

4) New attributes in your CRM or Marketing Automation profiles to hold the predicted scores & segment tags for each person

What You Get
Avg. delivery time: 3-6 weeks

A complete service to improve the accuracy & efficiency of segment creation.

We've recently successfully completed this service for a health & lifestyle company. To hear more about this case study, & to see some of the inputs & outputs, please contact us.

Your Accelerator Leader

Tom Coppock
Head of Consulting

Tom joined Acrotrend in 2018 & brings with him deep marketing technology expertise acquired while working for industry leaders Adobe, Marketo & Sprinklr.

Tom is passionate about helping companies become more data driven & applying analytics insights to improve customer experience. He leads a team of business consultants, analysts & data scientists dedicated to increasing the ROI your marketing team can achieve.

About Acrotrend: We are a Customer Insights & Analytics consultancy who use the right technology, the right data & ask unusual questions to get better business outcomes.

Who we work with:

gsk BNP PARIBAS Reed Exhibitions UBM Nuffield Health ocado