

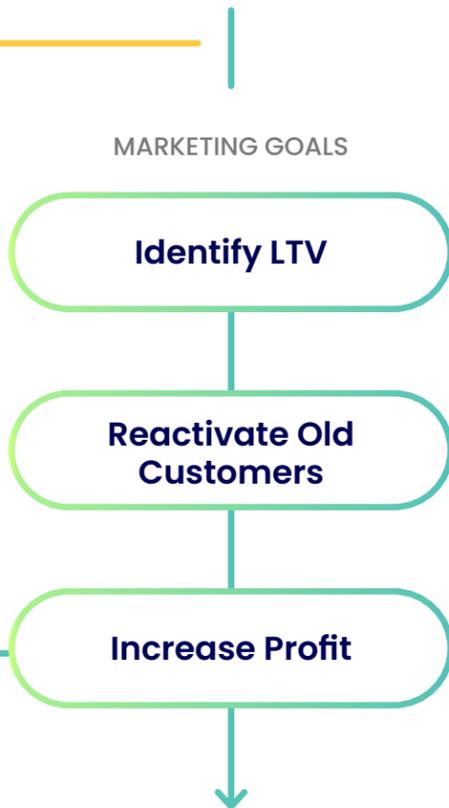
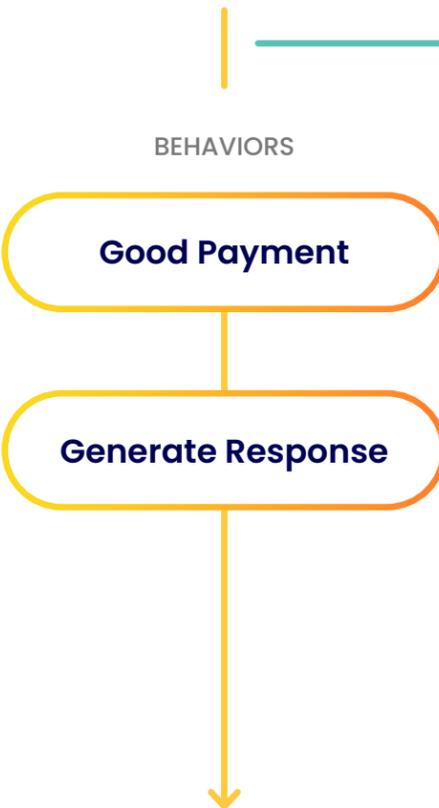
Discover Which Model is Right for You

How much data do you have?

Barely Any!
We are new on the scene!

Pretty Good Amount
We wish we had more!

Tons!
We are data pack-rats!



On Demand Model

Built with an internal model development sample, it is a great fit for new to market players or niche products. Choose from ready to use models like Social Clone Model, Response Model for Merchandise or Internet Generic Payment Model.

Binary Model

Binary models predict the probability of a single action. The answer is always on the scale of No to Yes, 0 to 1. They are proven performers and the gold standard for predicting response, product propensity and price sensitivity.

Multi-Behavior Model

Multi-behavior models predict the estimated profit value of an audience. Instead of focusing on a single action, they simultaneously predict the probability of many actions and incorporate profit values for each possible outcome.

SUPERPOWER

Predicting Basic Behavior

Works well for new to market players with limited history and data or a nice product with a similarity limited reach and history.

SUPERPOWER

Predicting Custom Behavior

Works well for single order or subscription offers with low bad-debt/return costs
(e.g Payment vs. Non-payment)

SUPERPOWER

Predicting Profit Value

Works well for free trial, introductory, or subscription commerce offers with high bad-debt/return costs
(e.g. Response + Payment + 2 Shipments + 1 Return = \$11.50)

EFFECTIVENESS

Not bad for not building off your own data – it is a great place to start!

EFFECTIVENESS

Strong

EFFECTIVENESS

Excellent

DATA NEEDED

None

DATA NEEDED

Promotion File + Response File

DATA NEEDED

Promotional File, Response File
(with well-defined mutually exclusive behaviors)
+ Cost for Each Action

DEVELOPMENT TIME

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DEVELOPMENT TIME

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DEVELOPMENT TIME

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