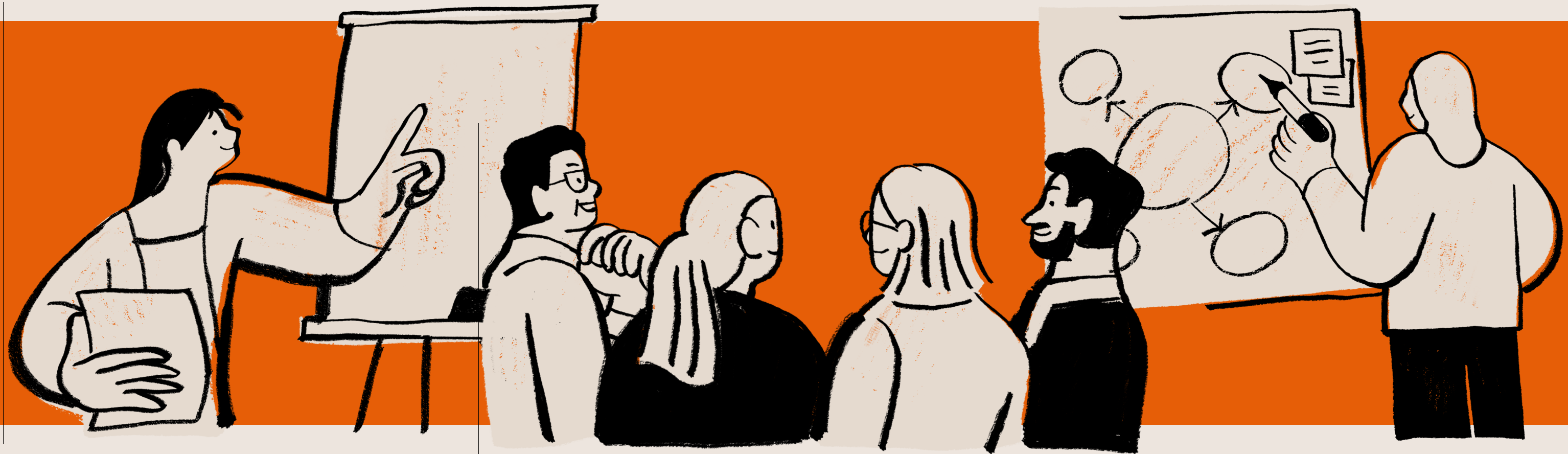


Aneeshaa S Chowdhry

# MARKETING PLAN

**The Future of Marketing: Personalized & Purpose-Driven**

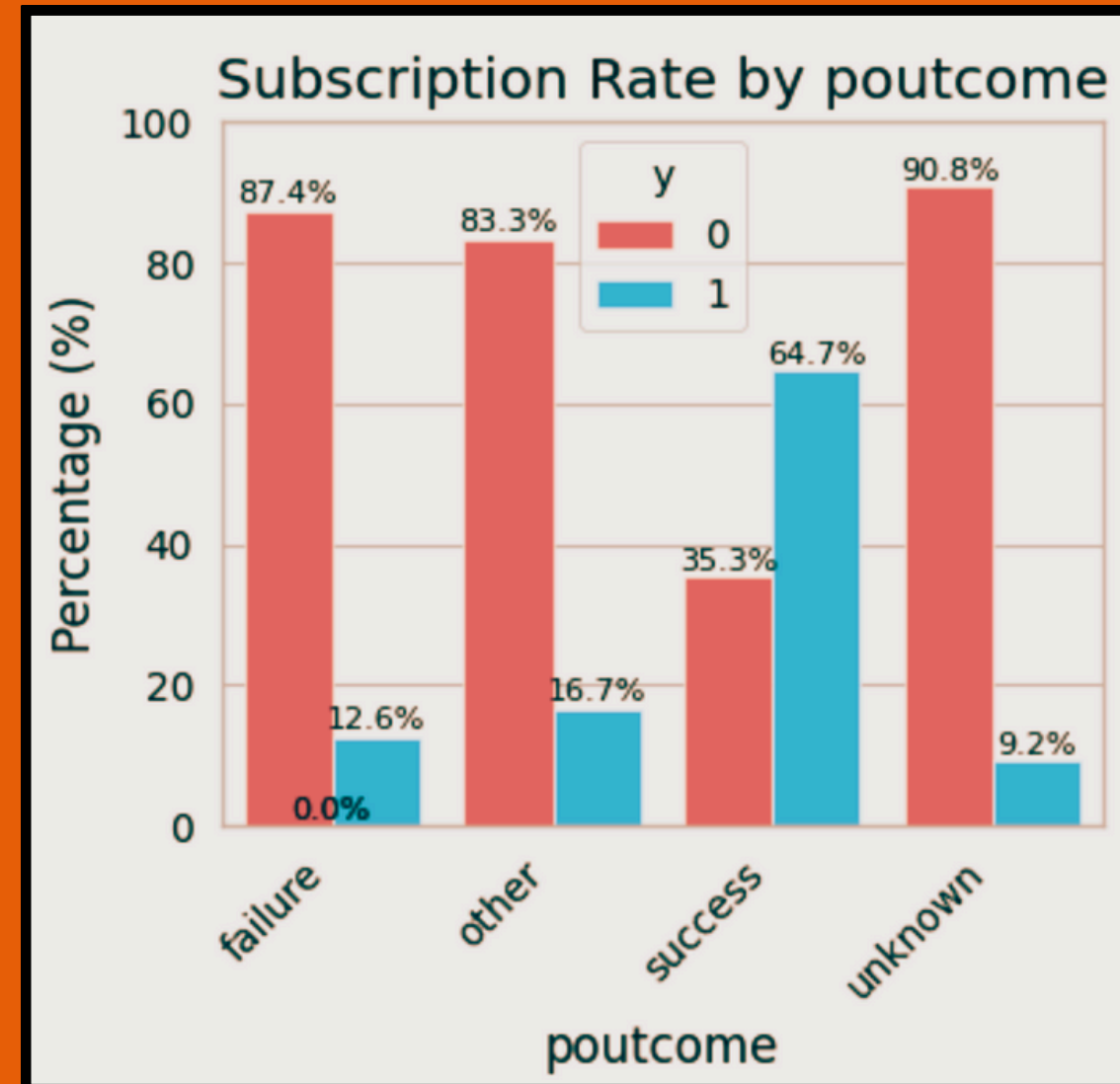


# Maximize Conversions with Data-Driven Personalization

**Methodology:** A predictive propensity model identifies customers with the highest likelihood of conversion.

**Outcome:** A personalised playbook for each customer, detailing the optimal month and day for contact and the average number of contacts required for successful conversion within their specific segment.

## Subscription rate by previous campaign outcome



# POWER OF PAST INTERACTIONS

# HIGH POTENTIAL SEGMENTS

## Job Roles

- Students(28.7%)
- Retired(22.8%)
- Unemployed (15.5%)

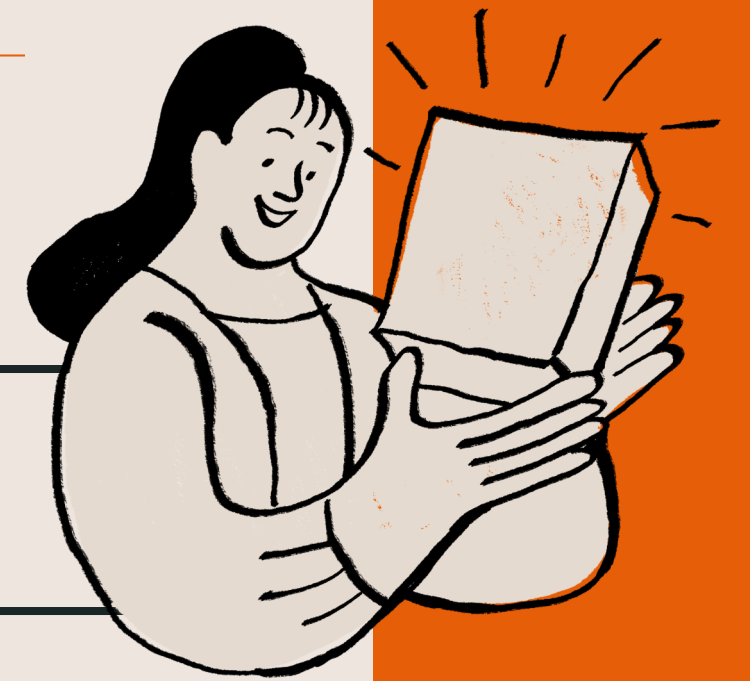
## Age group

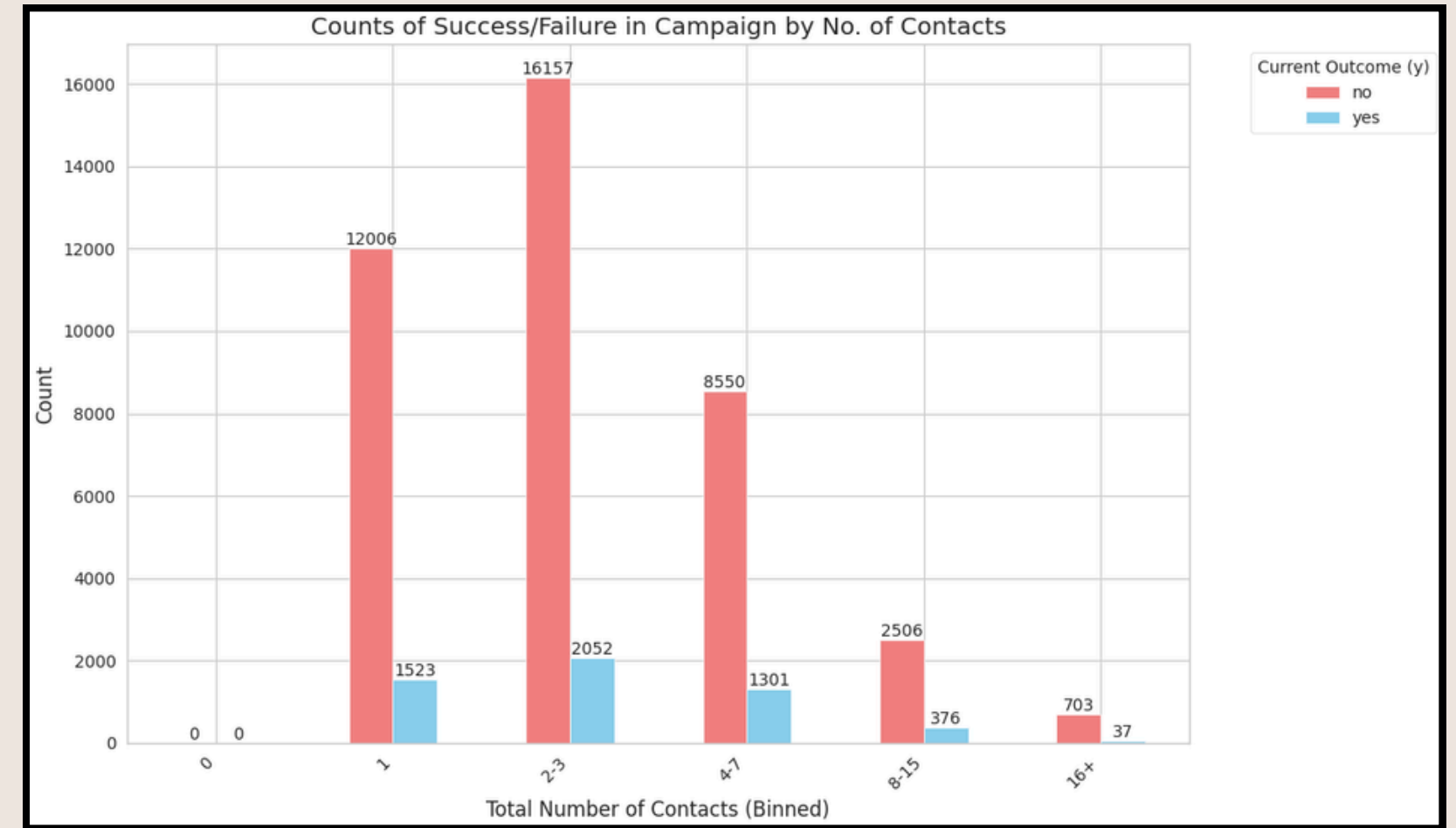
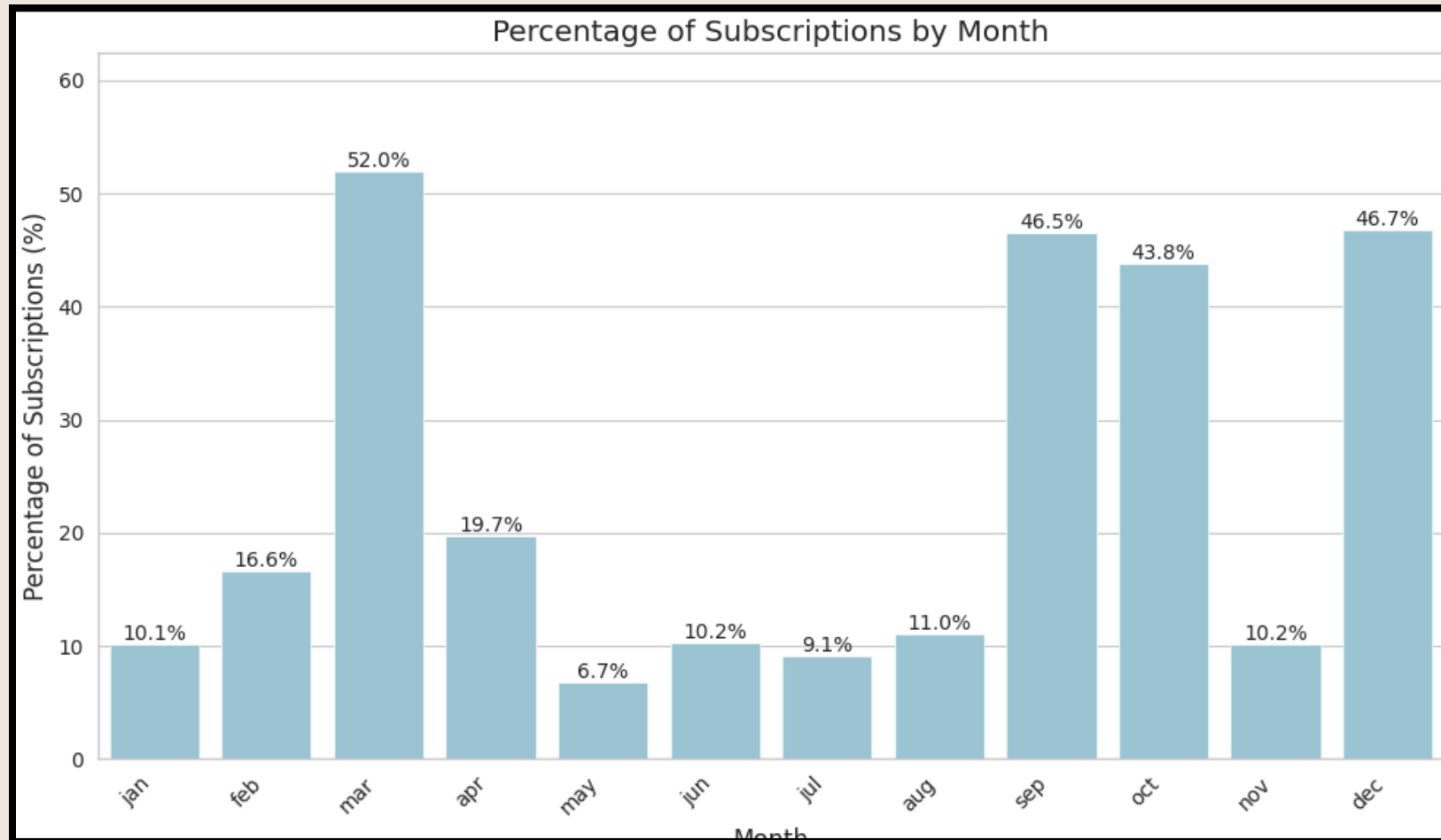
- Youngest, 18-24 (25.6%)
- Oldest, 65+ (42.1%)

## Other categories

- Single people
- Those with no loans or default history
- Individuals with high balance
- Previously contacted

# ANALYSIS





## Propensity Model

Identifies customers most likely to subscribe.

## Timing is everything

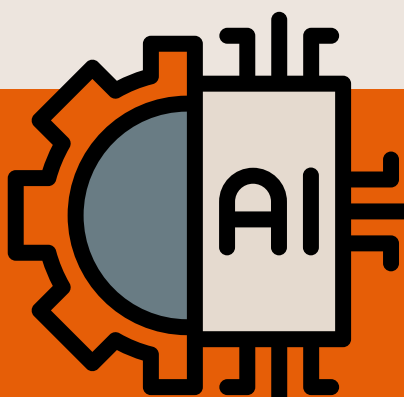
Optimal time to contact based on data and past success in cohort an individual belongs to

## Persuasion

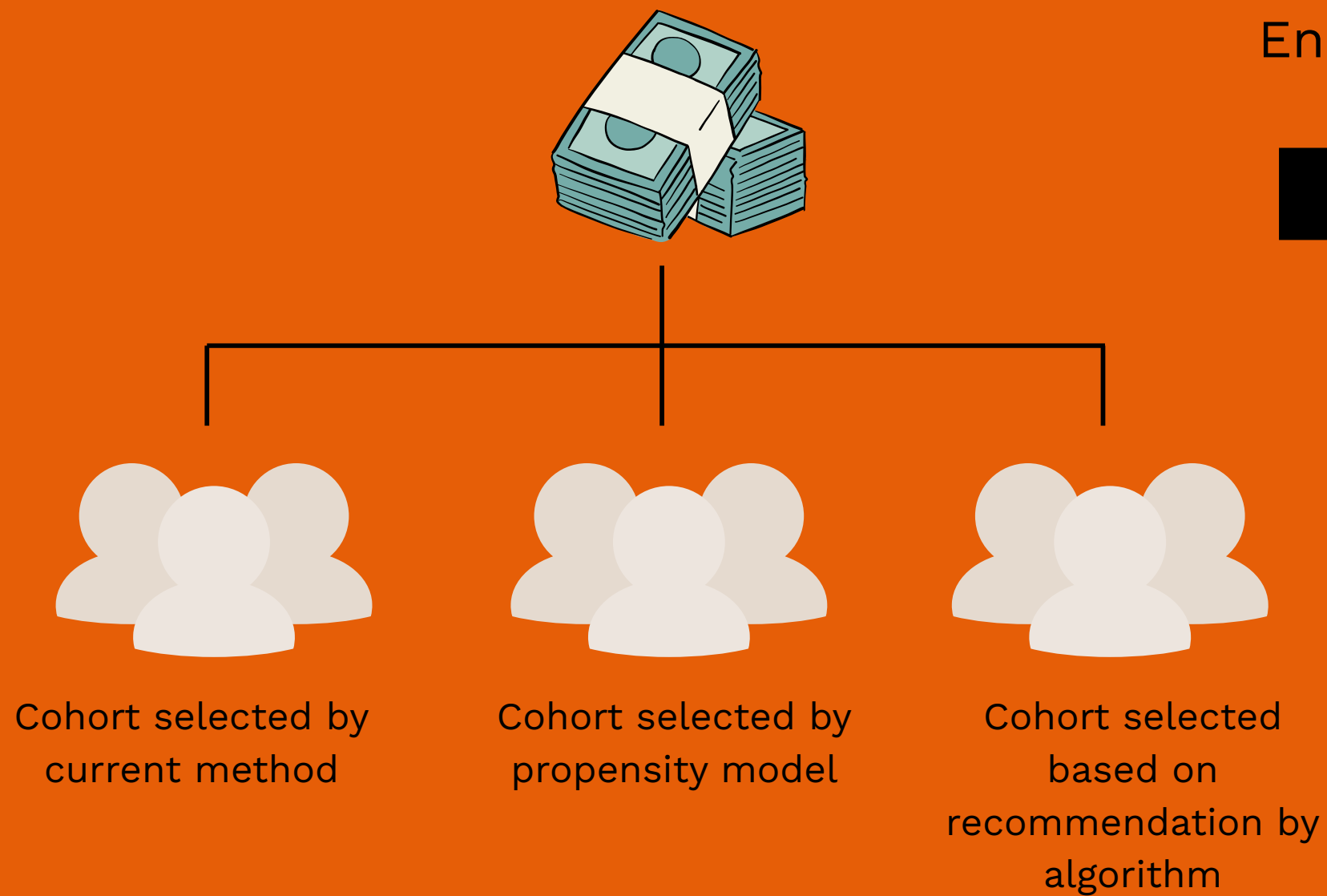
Persist effectively, preventing both under-contacting and over-contacting (leading to aversion)



# PRECISION MARKETING



# A/B/ N TEST

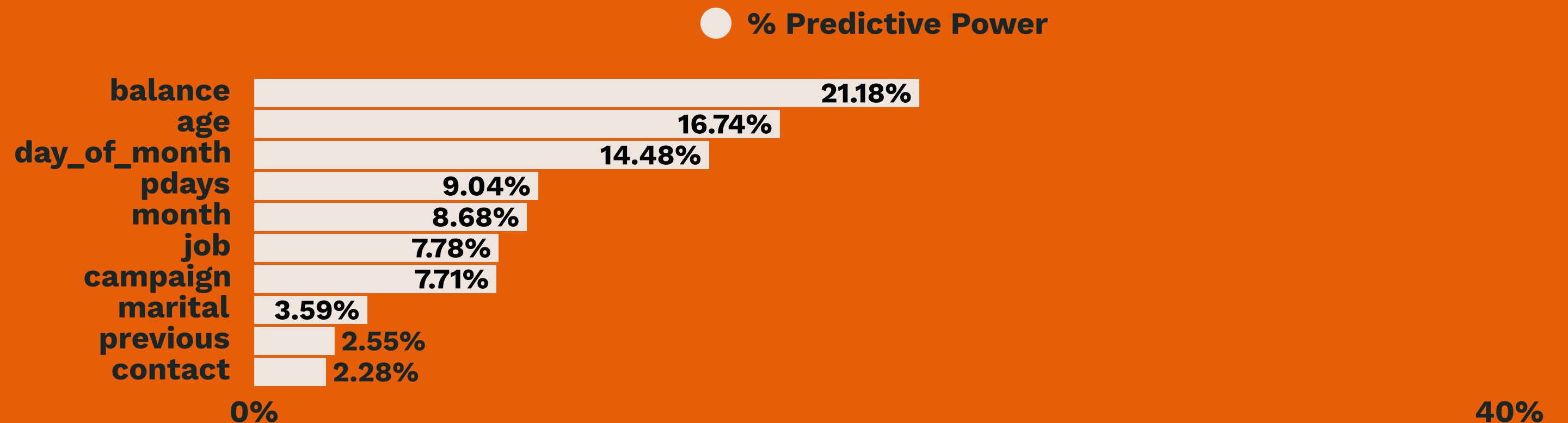


## Benefits -

1. Validate hypothesis
2. Optimise Resource Allocation
3. Quantify Impact
4. Mitigate Risk

# DRIVERS

## Top 10 drivers of Customer propensity



## Hyperpersonalise

### Dynamic Content

Tailor content based on Customer attributes like age/job role etc.

### Real-time Interaction

Make an offer to the customer following a click/page-visit

### Persoalised offers

Products presented can be adjusted based on model insights



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# CONCLUSION

- **Data-Driven Approach:** Your team can move beyond a one-size-fits-all strategy to a smarter, data-driven approach.
  - **Actionable Recommendations:** My algorithm provides clear recommendations on who to call, when to call them, and the right amount of persuasion needed.
  - **Key Benefit:** This will lead to higher conversion rates and maximized team productivity.
-





**THANK YOU**  
**FOR YOUR ATTENTION!**