EXP.NO:6

DATE :

Discuss how Predictive analytics is impacting marketing automation.

Aim:

To explore how Meesho leverages predictive analytics to enhance marketing automation, drive personalized customer experiences, and optimize business operations across its online reselling platform.

Introduction

Predictive analytics is revolutionizing how businesses automate their marketing strategies. By leveraging historical data, machine learning, and statistical models, companies like **Meesho**—India's leading social commerce platform—are optimizing campaigns, personalizing customer experiences, and improving engagement. This case study explores how Meesho integrates predictive analytics into its marketing automation workflows to drive performance and customer satisfaction.

1. Personalized Product Recommendations

Meesho serves a diverse customer base, primarily small business resellers. Predictive analytics enables Meesho to tailor product recommendations, improving user experience and boosting sales.

How It Works:

- **Data Collected:** Meesho collects data on product views, share patterns by resellers, order history, demographics, and browsing behavior.

- **Modeling:** Machine learning models analyze this data to predict what types of products resellers are most likely to promote or purchase.

- **Automated Recommendations:** The app and push notifications display personalized product suggestions based on the predicted interests.

Impact:

- Increases reseller engagement with relevant catalog items.
- Boosts conversions through personalized push and in-app recommendations.
- Reduces churn by showing relevant and timely content.