Product cross-selling

New standfirst..

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Product cross-selling

We can build a recommendation engine suited to your customer preferences. Leveraging sophisticated machine learning algorithms we can predict which of your products will be more appealing for your customers.

Our recommendation engine can foster product cross-selling by simply helping your customers to explore and discover new products they will like.

Challenge

Luxury beauty brand Coty wanted us to come up with an innovative data-driven recommendation engine for fragrances.

Solution

We devised a survey of 200 questions to gather psychometric data about a representative sample of the UK population.

The data collected gave us the raw material to:

- Cluster the population into 12 personas

- Define six rating rules to quantify how much a customer likes a perfume

- Design five recommendation engines working in symbiosis

We used machine learning to formulate 18 simple, effective questions for Coty's customers.

Using an iPad app, the questionnaire was put to the test in Luton airport and Oxford Street for three days with real Coty customers.

Impact

82.3% of respondents indicated that they liked their recommendations, giving high scores of 4/5

The first trials generated a buzz. Some of the customer feedback were:

I love it! ■ Flamboyant! ■ Reminds me of university, positive memory, my sister wears it! ■ Just perfect! Very smooth and pleasant. ■ Own it, love it!

profusion

Wired to solve problems

We're a clever team of specialists in data engineering, BI, data science and multi-channel marketing.

Blending real 1:1 communications, AI, machine learning and human intelligence, we connect people with your brand.

We were the original UK partner for Adobe Campaign. We've nearly 20 years' experience in data management, automation and customisation of enterprise data management and marketing other platforms.

Fuelled by inquisitiveness, forward thinking and excitement at the advancements of technology, we're entrepreneurial, adventurous and we make stuff happen.

We help clients get under the skin of a human being's emotional narrative – their story – and see what's important to each customer.

Our clients trust us for our responsive, personal and upfront approach to help them create highly targeted, intelligent communications.

Stay connected to discover more inspiring guides and stories within our 'knowledge think tank'.

Data influenced journeys

profusion

Winning together

Our client partners

HSBC

first direct

Rolls-Royce

TRADE POINT
Trade Building Supplies

SCREWFIX

M&S BANK

COTY

FAB

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