How can we use your machine learning skills to generate revenue.

Machine learning identifies the key factors that made previous customers churn and indicates which of your current clients fit the profile of a discontent customer. This way, you can easily identify at-risk customers and proactively save an account by offering personalized experiences. And with each customer you keep, you reduce costs and grow your profit.

A recent McKinsey study found that a dozen European banks are replacing statistical modeling techniques with machine learning, and are increasing customer satisfaction scores and customer lifetime value. Another study, conducted by Aberdeen Group, reveals that sales organizations that use predictive analytics retain 27% more of their customers.

From recommendations and personalization to ads and e-commerce, companies like Google, Facebook, Amazon, Netflix, and LinkedIn have been increasing revenue and engagement with machine learning for years. The success stories that follow show how we’re leveling the playing field by helping product teams and publishers leverage the same technology as these tech giants, without the need to build it in house.

In February, we released the first Interest Graph API to tag content with topics. Today we’re announcing a powerful new Feed API, and two customer success stories.

Let’s hear about two success stories using the Interest Graph to power content recommendation and ad optimization. First, an email recommendation startup that powers recommendations using the Interest Graph’s Topic API. Second, large media conglomerates generating up to 50% lift on programmatic ad revenue, while showing fewer ads, by using our machine learning models that understand content, users, and the historical value of each page impression.

Simple Relevance: Recommendations

Simple Relevance is using the Interest Graph to deliver dynamically personalized marketing materials to individuals for large retail, media, and publishing companies. The individual personalization drives up email open and click-through rates and ultimately helps these companies increase revenue.

By analyzing user engagement and topics on historical content, Simple Relevance can make intelligent predictions about user engagement. Says Erich Esso, CTO of Simple Relevance; “Prismatic’ s Interest Graph service has become a key component in Simple Relevance’s recommendation engine pipeline. Its consistent and accurate categorization of content is a significant aid to our predictive analytics and adds notable value.”

Simple Relevance has found Prismatic provides the most accurate and consistent topic tags of the solutions they have tried, which allows them to rely on our API and focus on other problems. This is an example of the value of off-the-shelf machine learning models for common problems that developers can just use, as opposed MLaaS offerings like those from Amazon that require teams to roll their own machine learning models.

Purch Media: Programmatic Advertising

Our large media partners have many online publications under their umbrellas, and seek to maximize revenue across them all. John Potter, CTO of Purch: “Prismatic’s models consistently increase programmatic revenue across our sites like Tom’s Hardware and AnandTech.”

Suppose a media company generates $100mm annually from programmatic advertising. Prismatic’s Pricing Optimization Models (POM) might generate between $20MM to $50MM of additional revenue. Our machine learning models optimize prices in real time based on an understanding of content, users, and the historical value of each page impression.

Exploring the Interest Graph API

Starting today, anyone can visualize the Interest Graph using a simple search interface. With Interest Graph Explorer, you can query the new Feed API for content by topic, like chocolate, and limit results to specific types of content about chocolate, like chocolate recipes. It’s super easy! If you can use Google, you can use the Interest Graph Explorer.

Indexing content by topics and content types

Our content analysis includes automatic tagging for both topics and content types that we call ‘aspects.’ When you put these together, you can understand your content well enough to know things like which kinds of content under which topics generate the best engagement and revenue. you can also query for specific intersections like ‘recipes about chocolate’ — since recipes is a content type, and chocolate is a topic.

In addition to our content analysis APIs, this release includes a new large scale content index. We consider millions of pieces of content daily, and merge only the most socially engaging into the index. This new indexing system also allows us to support publisher-specific indices for content recommendations. For example, an index of products and offers for a review site to power e-commerce recommendations, or an index of owned and operated content for a media conglomerate to make on-network content recommendations.

Unlike advanced analytics techniques that seek out causality first, machine learning techniques are designed to seek out opportunities to optimize decisions based on the predictive value of large-scale data sets. And increasingly data sets are comprised of structured and unstructured data, with the global proliferation of social networks fueling the growth of the latter type of data. Machine learning is proving to be efficient at handling predictive tasks including defining which behaviors have the highest propensity to drive desired sales and marketing outcomes. Businesses eager to compete and win more customers are applying machine learning to sales and marketing challenges first. In the MIT Sloan Management Review article, Sales Gets a Machine-Learning Makeover the Accenture Institute for High Performance shared the results of a recent survey of enterprises with at least $500M in sales that are targeting higher sales growth with machine learning. Key takeaways from their study results include the following:

76% say they are targeting higher sales growth with machine learning. Gaining greater predictive accuracy by creating and optimizing propensity models to guide up-sell and cross-sell is where machine learning is making contributions to omnichannel selling strategies today.

At least 40% of companies surveyed are already using machine learning to improve sales and marketing performance. Two out of five companies have already implemented machine learning in sales and marketing.

38% credited machine learning for improvements in sales performance metrics. Metrics the study tracked include new leads, upsells, and sales cycle times by a factor of 2 or more while another 41% created improvements by a factor of 5 or more.

Several European banks are increasing new product sales by 10% while reducing churn 20%. A recent McKinsey study found that a dozen European banks are replacing statistical modeling techniques with machine learning. The banks are also increasing customer satisfaction scores and customer lifetime value as well.

CONCLUSION:

Using skills of Machine learning huge revenue can be generated.