Potential Projects: SEM Bidding & Email

1 | Predict CLV at Point of Sale

Problem: Current CLV prediction methods are too slow of digital marketing decisions

Hypothesis: creating better CLV estimates at time of purchase will let us spend more efficiently

Available Data: CLV data, customer data (order, address, etc.), on-site session data

2 | Email Purchase Drivers

Problem: Customers don't always need what we sell, we can't identify likelihood to purchase

Hypothesis: identifying people most likely to purchase will create a better experience for all users and boost retention

Available Data: customer data (order, address, etc.), email behavior (opens, clicks, reads, unsubscribes)

3 | Email Creative Improvement

Problem: Subject lines impact email engagement, but we don't know who reacts to what communications

Hypothesis: identifying clusters of customers who react to specific types of CTA's will increase engagement with email and improve customer experience

Available Data: customer data (order, address, etc.), email behavior (opens, clicks, reads, unsubscribes)

Justin Griffiths