



MBD

Is a machine learning-based tool that helps to make decisions in the creation of campaigns by using models of linear regression and decision trees, with this tool it is possible to predict the behavior of clients and know the best day and hour to launch a campaign.

Manual

Preview Responses Tool

1. Fill in the number of devices you want to use to train the model. It is important to point out that the higher the number, the longer the waiting time due to this is just a prototype tool, and machine learning models require great computing power.

The screenshot shows the 'Preview Responses' tool interface. At the top, there are two tabs: 'Preview Responses' and 'The Best Hour'. The main content area is divided into two columns. The left column is titled 'Campaign Data' and contains five input fields: 'Quantity of devices (?)' with the value '10000', 'Brand' with a dropdown menu, 'Country' with a dropdown menu, 'Start datetime' with a date picker, and 'Template' with a dropdown menu. A blue 'Start to Predict' button is at the bottom of this column. The right column is titled 'Linear Regression Result' and is currently empty. A text prompt 'Fill the form and then click start button' is centered between the two columns. At the bottom of the interface, there is a footer with the text '© 2022 Digitalreef'.

2. Select the brand

This screenshot shows the same 'Preview Responses' tool interface as the previous one, but with the 'Brand' dropdown menu selected. The 'Brand' field now displays 'Telcel'. The 'Quantity of devices (?)' field still shows '10000'. The 'Country', 'Start datetime', and 'Template' fields remain unchanged. The 'Start to Predict' button is still visible at the bottom of the 'Campaign Data' column. The 'Linear Regression Result' column remains empty, and the text prompt 'Fill the form and then click start button' is still present. The footer '© 2022 Digitalreef' is also visible.

3. Select the country

[Preview Responses](#) [The Best Hour](#)

Campaign Data

Quantity of devices (?)

Brand

Country

Start datetime

Template

[Start to Predict](#)

Linear Regression Result

Fill the form and then click start button

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4. Select the desired campaign start date

[Tree Decision](#) [Linear Regression](#)

Campaign Data

Quantity of devices (?)

Brand

Country

Start datetime

Template

[Start to Predict](#)

Linear Regression Result

Fill the form and then click start button

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5. Select the template of the campaign

Preview Responses

The Best Hour

Campaign Data

Quantity of devices (?)

Brand

Telcel

Country

Mexico

Start datetime

12/20/2022 02:14 PM

Template

pop-up-full-page

Start to Predict

Linear Regression Result

Fill the form and then click start button

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6. Lastly click the Start button

Preview Responses

The Best Hour

Campaign Data

Quantity of devices (?)

Brand

Country

Start datetime

Template

Start to Predict

Linear Regression Result

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And there you go, a list of your clients' possible responses that you can download to create your next successful campaign (the total of these responses may not be the number of devices you chose because it discards duplicates).

[Preview Responses](#) [The Best Hour](#)

Campaign Data
Quantity of devices (?)

Brand

Country

Start datetime

Template

[Start to Predict](#)

Linear Regression Result

closed	3640	download csv
error	443	download csv
no_action	3394	download csv
opened	261	download csv

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The Best Hour Tool

1. Select the country MCC

[Preview Responses](#) [The Best Hour](#)

Country mcc

Campaign Date

[Start to Predict](#)

The best time to get the maximum opened push [^](#)

Insert the start date of the campaign and then click start button to predict

The best time to get the maximun deliveries [v](#)

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2. Select the campaign start date

[Preview Responses](#) | The Best Hour

Country mcc: Mexico | Campaign Date: 12/22/2022 | [Start to Predict](#)

The best time to get the maximum opened push ^

Insert the start date of the campaign and then click start button to predict

The best time to get the maximum deliveries v

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3. Click Start button

[Preview Responses](#) | The Best Hour

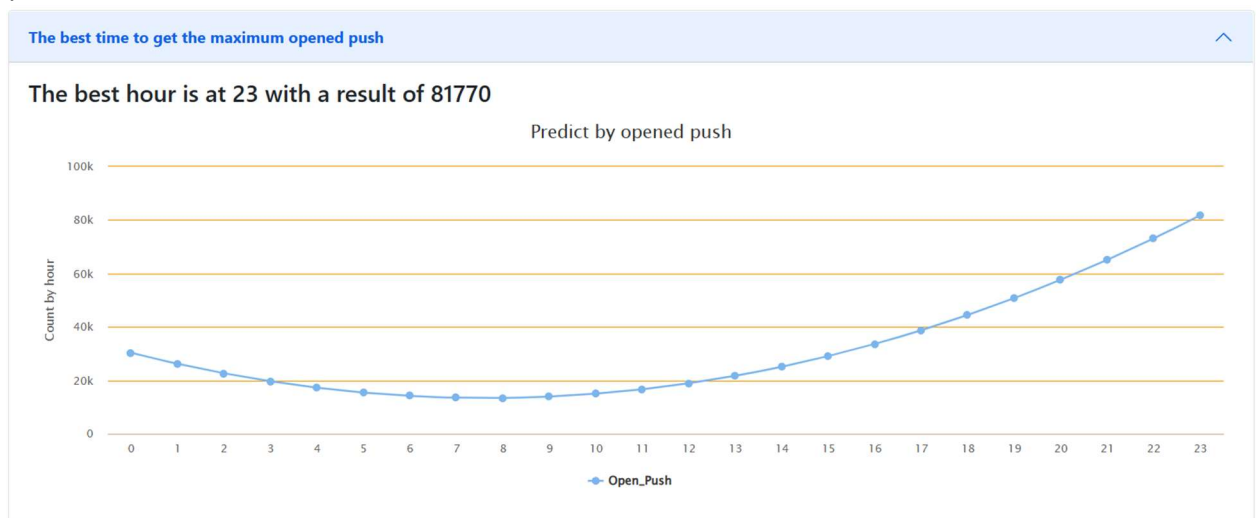
Country mcc: Mexico | Campaign Date: 12/22/2022 | [Start to Predict](#)

The best time to get the maximum opened push ^

The best time to get the maximum deliveries ^

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It may take a few minutes because it goes through all data in the database. After it finishes you got two graphics with the amount of opened pushes response and deliveries per hour in the day you chose.



The best hour is at 23 with a result of 4064176

Predict by delivered push

