Assignment 1

ALYCE - Meaningful moments create meaningful relationship

| Summary	In this codelab, we evaluate Alyce - AI based personal gifting and swag platform and understand how programmatic services are integrated into applications. https://www.alyce.com/
URL	https://codelabs-preview.appspot.com/?file_id=1IQqoJ17I_gkOOjiE3IB2yZDzH6t3UVBnkgNWILOFPNw#1
Category	Web
Author	Team4 - Kaviya / Vanita

What is the product?

- AI powered gifting and swag platform that helps sales, marketing teams build better relationships with prospects and customers
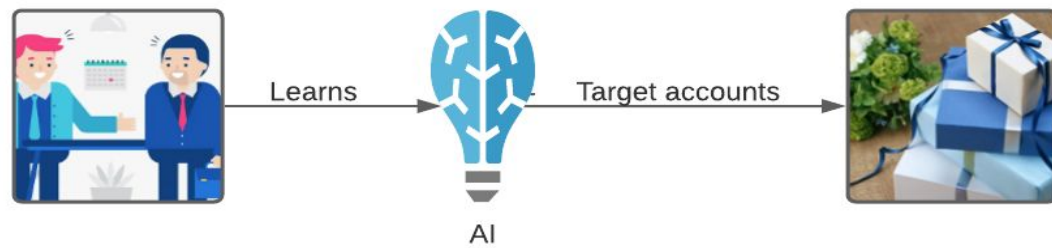- Headquarters: Boston, MA

Products Offered:

Personal Gifting - Physical & digital gift invitations
Swag Select - Includes Alyce branding on products offered
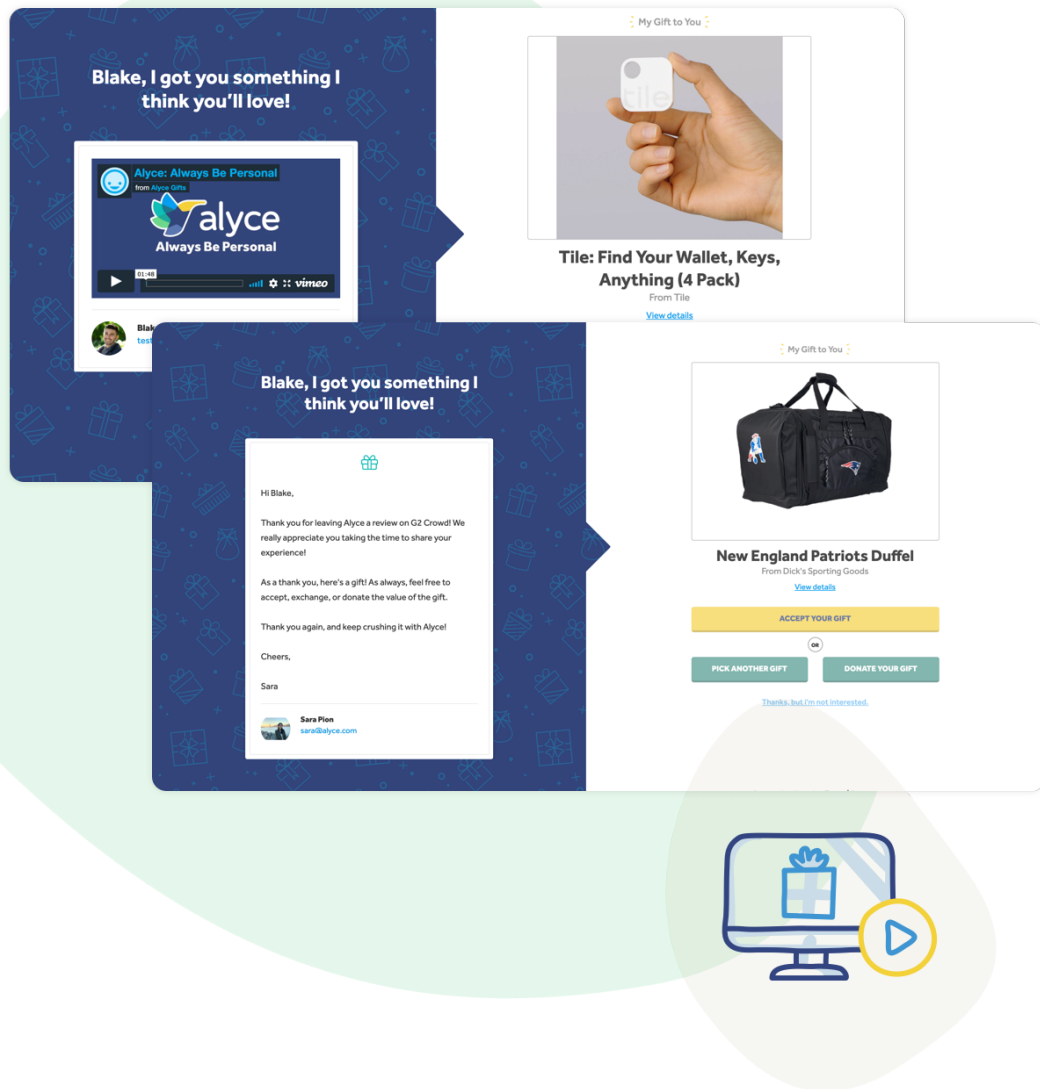
How does it work?

Alyce takes a digital first approach to gifting

- First - choose which prospects to send a gift to
- Let the AI do the work to find the perfect gift for them
- Send your prospect a Gift Invitation that takes them to a branded landing page where they can choose to Accept the gift you sent, exchange it for another gift on the marketplace, or donate the dollar value to a charity of their choice.
- Once they've claimed their gift, they can validate which address they'd like it delivered to!
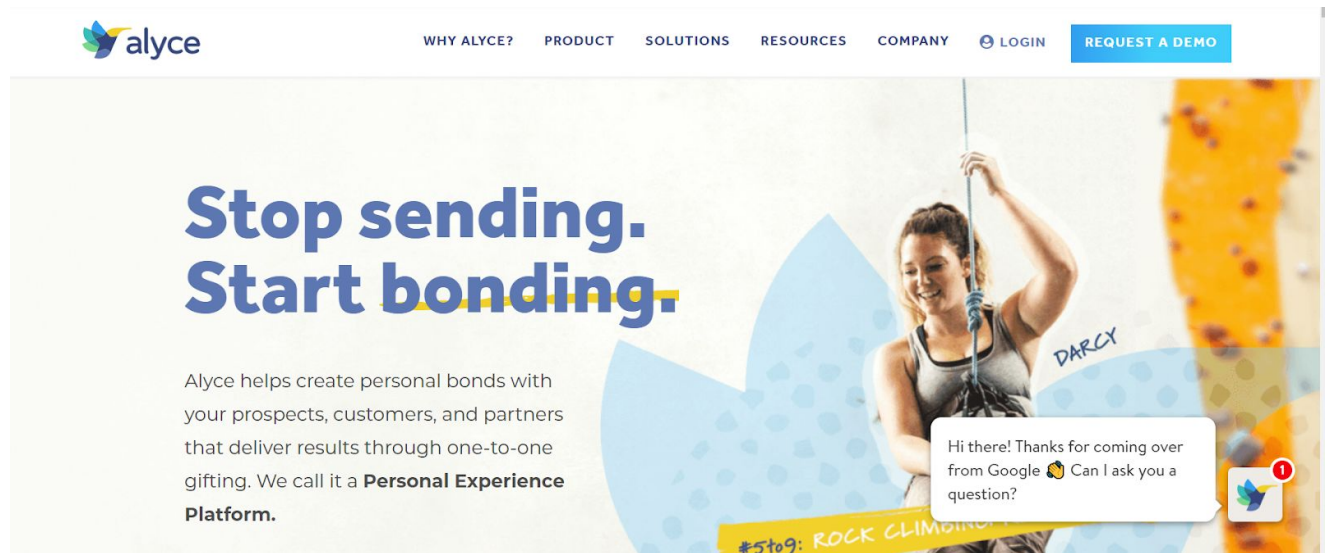
Features:

- Curated Marketplace
- Gift tracking and Notifications
- Campaign budgeting
- Calendar integration
- Message templates
- Unlimited users

How are they selling it?

Online Website

Link to the website : https://www.alyce.com/

How is it priced?

Discount Pricing:

Discount pricing is one type of pricing strategy where you mark down the prices of your merchandise. The goal of a discount pricing strategy is to increase customer traffic and increase sales.

- Discounted invitations
- Heavily discounted invitations

Captive Product Pricing:

Where products have complements, companies will charge a premium price since the consumer has no choice.

Pricing is offered depending on needs and how many gifts need to be sent at a given period of time.

The usual commitment starts at around $50K annually

Pricing

The personal approach works for everyone. Contact sales about a plan that's right for you.

MOST POPULAR

ESSENTIALS

Ideal for customers who are just getting started with personal gifting

$

GROWTH

Optimal for customers looking for personal gifting to accelerate growth

$$

PRO

Excellent for customers looking to maximize personal experiences

$$$

ENTERPRISE

Programs and pricing determined by your goals and needs

Let's chat

What promotions are they using?

Recommendations:

In this they prospects interest and enable B2B sales and marketing trams to engage with target accounts by delivering customized invitations with a personalized gift.
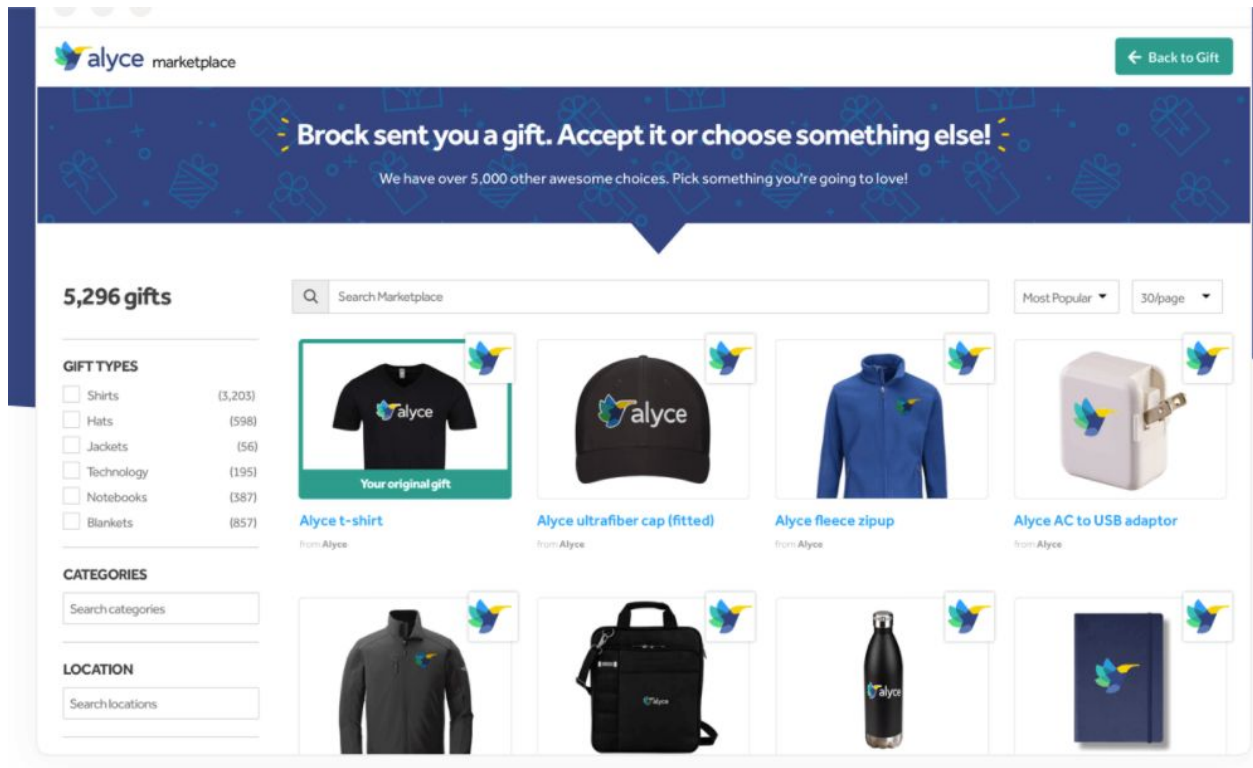
Deals and Promo codes:

The discounts are provided based on how long you have been using the services and also based on the gifting options.

What algorithmic marketing services are they using?

Advertisements:

Advertising is a way to influence buyers by promoting a product or service. It helps in creating brand awareness.

Sources of Advertisement:
Twitter Ads, Facebook Custom Audiences, Podsights, Blogs, Brand mentions

https://www.producthunt.com/posts/alyce-2

Recommendations:

AI driven research and recommendations. They help in simplifying product discovery.

BLAKE'S INTERESTS

in **View Linkedin profile**

f sailing, movies / films, music, watching TV, going to the beach, the boston celtics ⤴

🐦 basketball, th[...]

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Went to Boston [...]
School of Busine[...]

🎁 **Choose one of these options that Blake will love!**

🪄 Want some more insight? Check out Blake's online presence:

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$75.85
Roku Express+
from Walmart

$69.00
Sony - SRS-XB12
Speaker
from Best Buy

$58.65
New England
Patriots Duffel
from Dick's Sporting
Goods

| Choose | Choose | Choose |

Want to see from the 2,083 other options in the marketplace?

Check out the marketplace

Protip: You can always come back to these options if you don't find anything!

Pricing:

What datasets do you think you will need to build these algorithmic services?

Dynamic, constantly updated datasets are required for long term oriented ML project
With data, the AI becomes better and in some cases like collaborative filtering, it is very valuable. Collaborative filtering makes suggestions based on the user interests, it will improve with access to more data.

Customer Profile:

Name, email address, DOB, personal interest (eg: sport of choice, reading, movies, etc)

Product information:

Product information like Product ID, Description , Pricing, Image, inventory of the product.
Several other data related to customer purchase and delivery.

How frequently will data change?

The dataset for products will change constantly as new products will be added based on customer/prospect interests. The customer profile datasets largely depend on its interests. It would change in case customers show interests in other products affecting their search and recommendations largely. Apart from that, adding new customers to the dataset is another factor for data variation.

How would you store these datasets?

Databases: MySQL, Oracle, PostgresQL, IBM DB2, Redis, Hbase, Hive, Apache Hadoop

MySQL MySQL Database Service is a fully managed database service to deploy cloud-native applications using the world's most popular open source database.	**Oracle database** Oracle Database is the database designed for enterprise grid computing, the most flexible and cost effective way to manage information and applications.
PostgresQL It is a highly stable database management system, which has contributed to its high levels of resilience, integrity, and correctness. PostgreSQL is used as the primary data store and analytics applications.	**IBM DB2** DB2 is a database product from IBM. It is a Relational Database Management System (RDBMS). DB2 is designed to store, analyze and retrieve the data efficiently.
Redis Redis is an open source (BSD licensed), in-memory data structure store, used as a database, cache and message broker.	**Hbase** Apache HBase™ is the Hadoop database, a distributed, scalable, big data store. It hosts very large tables on top of clusters of commodity hardware
Apache Hadoop	**Hive**

Apache Hadoop is an open source framework that is used to efficiently store and process large datasets ranging in size from gigabytes to petabytes of data.	Apache Hive is a data warehouse software project. Hive gives an SQL-like interface to query data stored in various databases and file systems that integrate with Hadoop.

Review the jobs/career site and search for Data/ Data science positions, What technologies and programmatic services is the company using?

Positions Available:

Data Science

Director of Data Scientist, Data Scientist Lead

Digital Marketing

Marketing Operations Manager, Director of Growth and Acquisition

Technology

Application Support Engineer, Automation Engineer, Frontend Engineer, Backend Engineer

Sales

Enterprise Account Manager, DevOps Lead

Technologies & Programmatic Services:

Data Science and Analytics

Python, R, Spark, Bayesian Statistics, Google Analytics, Hotjar, A/B testing, DataDog, ELK Stack, GO, Salesforce, Marketo, LeanData, RingLead, Engagio, Demandbase, 6Sense, Drift, Salesloft, Outreach, Recommendation Systems

Marketing

Outreach, Marketo, Salesforce, RingLead, Zoominfo, LinkedIn Sales Nav, Adwords, Google Analytics, GDS

Software

JavaScript, React, Docker, Kubernetes, Amazon AWS, SQL, jQuery, Facebook SDK, Babel, Google JS API, WordPress, PHP, Modernizr, GitLab, JIRA, CI/CD pipelines, Bash, GCP, Helm, Vue

How is the company tracking visitors?

Tracking data is important to see how trends change over time or why some users behave one way versus another. Understanding user engagement gives us the power to make smart products or better marketing decisions.

Cookies

Cookies are most commonly **used** to **track users' activity on the website**. Servers can use **cookies** to provide personalized web pages

Tracking pixels

Marketing **pixels**, also referred to as **tracking pixels**, are snippets of code that allow us to gather information about visitors on a website like how they browse, what type of products they clickon, what are most frequently visited pages etc. This behavior data helps us to run several promotions on the specific product depending on user demand

Tools used for Tracking

Analytics Platforms including Google Analytics, Hotjar, MouseStats, Segment, Facebook Pixel, Global Site Tag, Matomo are used on this website

These tools help tracking the following information:

- Measure online **traffic** - Track where the tracking is coming for
- Know exactly what your customers are looking for - **Pages** are the most **popular** among your visitors
- Tracking **Bounce Rate** - See where are you losing customers
- Optimizing and Tracking of Marketing **Campaigns**
- Finding the Right Target Audience and its Capitalization
- Improves and Optimizes Website and Web Services
- **Improve the results** from Google Ads and Facebook ads
- Tracking your website's **page views** shows how many people visit your site daily