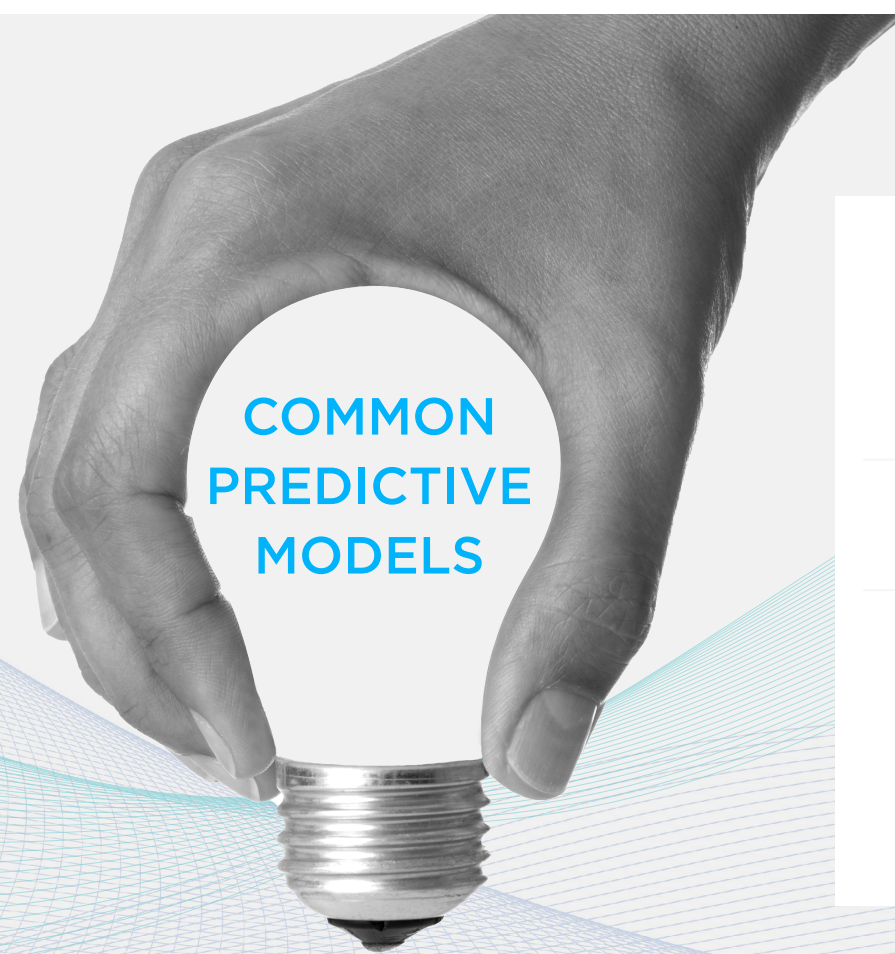# THE POWER OF MACHINE LEARNING

WHAT CAN AI DO FOR YOU?

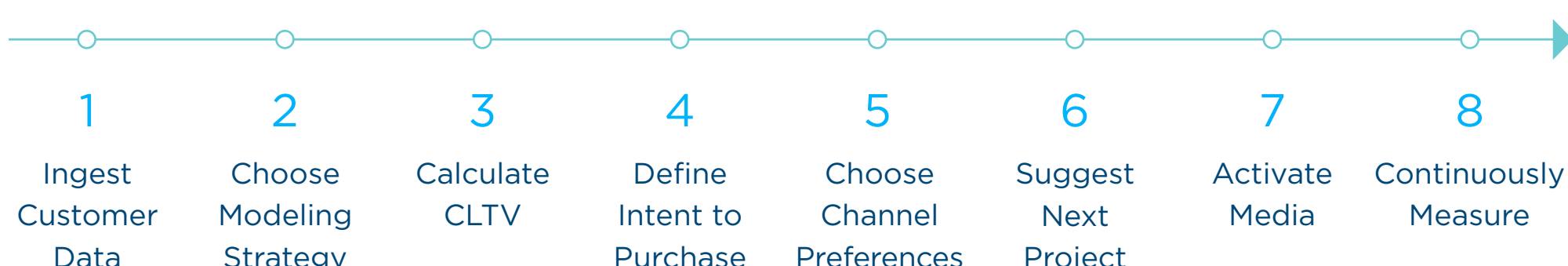**DRIVE YOUR BOTTOM LINE:**
TURN ONE-TIME BUYERS INTO REPEAT CUSTOMERS

Machine learning predictive models help brands attract, retain and grow their most profitable customers through hidden insights and opportunities.

AI-backed predictive analytics can deliver increased accuracy and reliability. Additionally, AI can automate and streamline workflows, providing faster and more actionable results.

COMMON PREDICTIVE MODELS

Product Recommendation

Campaign Response

Customer Segmentation

Reactivation

CLTV (Customer Lifetime Value)

Media Mix Modeling

Customer Acquisition and/or Retention

HOW IT WORKS: AI MODELING STRATEGY PROCESS

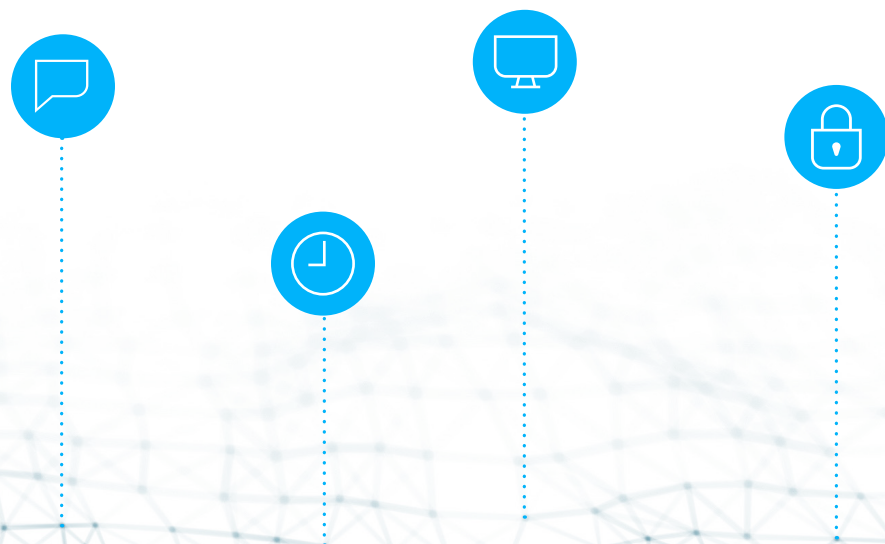| 1	2	3	4	5	6	7	8
Ingest Customer Data	Choose Modeling Strategy	Calculate CLTV	Define Intent to Purchase	Choose Channel Preferences	Suggest Next Project	Activate Media	Continuously Measure

CAUTION! LOOK OUT FOR THESE COMMON ISSUES

The right partner can help you avoid potential hazards

- Data prep and quality
- Technical or organizational barriers
- Choosing the right business case
- Taking the wrong action

SUCCESS THAT DRIVES YOUR BUSINESS GROWTH

Deliver the **right message** at the **right time** with the **right media** while **prioritizing privacy.**

Visit resources **on RRD.com** to learn how your retail brand can leverage the power of first-party data to drive customer acquisition and retention.