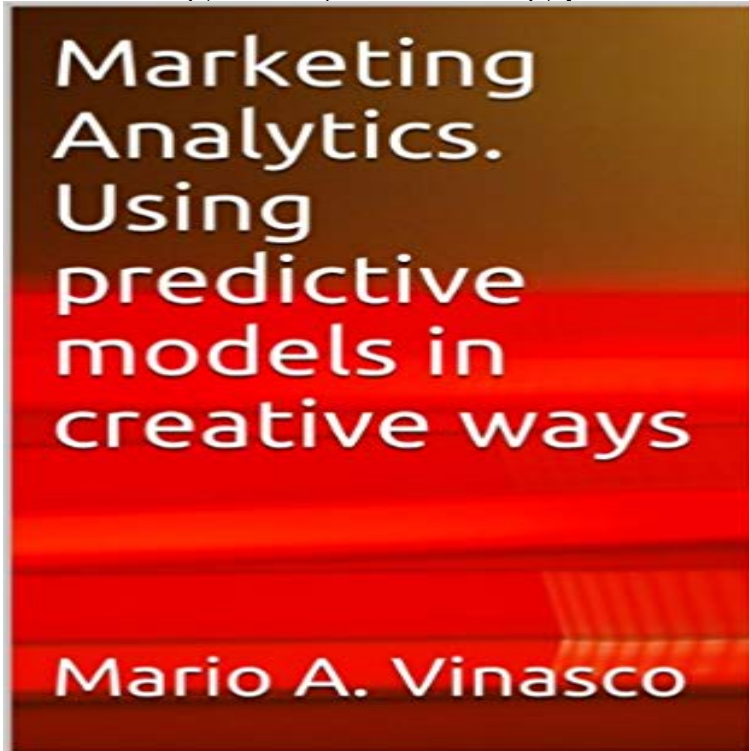


## Marketing Analytics - using predictive models in creative ways



A/B testing is the best way to optimize the customer experience, select acquisition channels and allocate investments; however, customer segmentation, identification of risk and potential and close monitoring of testing performance are essential components of the strategy. Predictive models can be of great help, as these can identify customers that are high propensity to buy, or they can rank channels based on several factors. These can then be run through tests to determine winning customer experiences. Predictive models can be simple and easy to implement, as in macro investment allocation; they can also be elaborated as in deeper customer segmentation. HR analytics has also benefited from the use of these techniques; at Google, we helped to facilitate the promotion process of thousands of engineers. Other algorithms that will be of use in marketing analytics include simulation and more elaborated queries in databases. I will present a case of simulation in a technical field that will give the reader a good understanding of the methodology, as well as a case of multi pass SQL to solve a compliance report. Marketing analytics to me is a field that leverages methods, algorithms and ideas from other scientific fields to optimize customer acquisition, retention and satisfaction; I will share with you, the reader, some experiences where I have helped in those areas.

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