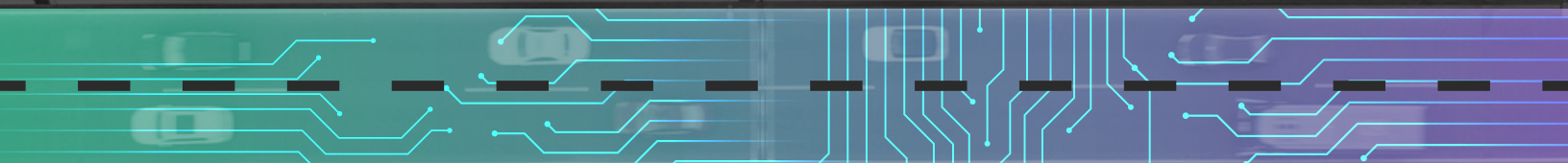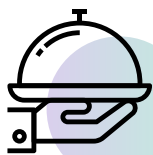# THE ROAD TO AI

AI Success Stories of Top Brands

ABSOLUTDATA

Top Success Stories

What If Your Product Success Predictions Were **90% Likely to Come True?**

Worldwide Food Manufacturer Uses Trade Promotion Intelligence to Drive **4-7% Sales Uplift**

AI Spots Beverage Growth Opportunities Sending **Incremental Revenue, Incidence Rates Up**

Hyperpersonalized Campaign **Increases Hotel Revenue By $13 Million**

Personalized Content Recommendation Lifts VoD Service's **Customer Engagement By 34%.**

AI-Powered Hyperpersonalization Increases ROI, Improves **Customer Retention by 30%**

Data Analysis Chatbot **Speeds Results for Pharma Co**

AI Powers Category Forecasts for Pharma Leader **Across Seven Countries**

What If Your Product Success Predictions Were 90% Likely to Come True?

Global consumer food leader uses digital twinning, an advanced analytics solution, to predict new product success and trajectory with unprecedented accuracy.

Launching a new product is always a risk. It's one that can be somewhat mitigated by due diligence and market research, but it's a risk all the same. But what if you could harness millions of data points and use sophisticated predictive modeling techniques to forecast consumers' probable reaction to a new product?

Our client, a US-based multinational food conglomerate, wanted to improve the accuracy of their trial, repeat, and yearly sales predictions. To do this, they turned to digital twinning, creating a virtual model of their client base that had the potential to transform future predictive capabilities.

Up to 90% Accuracy and a Clear View of Decision Drivers

A digital twin is a highly complex model of a physical entity – in this case, a consumer base. Its detailed nature allows experts to forecast changes and reactions accurately. In our client's case, this led to:

90% accuracy in predicting a new product's sales (trial, repeat, yearly) and market share over 1 year.

Isolating multiple factors and drivers of customers' acceptance/rejection of a product.

This tool also enabled our client to create dynamic benchmarks for new products and simulate product performance based on different targets, need states, and product characteristics.

Multiple Models Get the Most from Data

A critical part in this project's success was the data. We had multiple sources to work with, including customer raves and complaints, disaggregated panel data, trial/repeat data, in-market sales, media spend, distribution, etc. We then developed advanced parametric time series models for trial, repeat, and additional repeat purchases over monthly period for 1 year.

Next, we used a clustering algorithm to find groups of new products that had different drivers but similar market performance projections. We used these clusters to evaluate how new products' success would impact the cluster as a whole. Then we built an AI- and ML-based regression model that predicted sales and market share for individual products.

Greater Accuracy = Potential Savings

Using advanced modeling and multiple data sources allows our client to achieve greater accuracy in their new product predictions. The simulation of product performance combinations and their impact is much easier, as is identifying which variables affect products' success. Thus, they can now tweak offerings and gauge consumer reaction pre-launch – potentially saving huge amount of time and money.

4-7%

Increase in Trade Promotion Sales

Worldwide Food Manufacturer Uses Trade Promotion Intelligence to Drive 4-7% Sales Uplift

By optimizing trade promotions with AI, this leading food manufacturer opened the door to increased revenue, fewer lost sales, and more accurate modeling.

Choose Your Promos Wisely

With budgets stretched tight and multiple departments contending for every dollar, businesses need strong results from their promotional spends. For one of the world's largest food companies, though, there was a noticeable gap between expenditure and outcome.

This client was spending a significant amount on trade promotions. However, they had to rely on a traditional parametric model, which limited their ability to deliver the right promotion at the right time. This led to a loss of potential revenue.

To solve the problem, they deployed the world's first Trade Promotion Intelligence (TPI) solution, which uses AI and machine learning (ML) to improve promotion selection and timing.

More Accuracy, Better Results with AI

By moving to a more accurate and comprehensive AI-based solution, the client saw modeling error shrink from about 20% to less than 5%. They also were able to make promotion decisions faster, thanks to real-time optimized calendar generation. This led to:

5.3% annualized incremental sales ($1.73 million).

A 4.7% sales uplift for their largest US retailer

A 7% sales uplift for their second-largest US retailer

On-the-Fly Promo Calendar Optimization

Two of the main factors impacting this company's promotional efforts were a lack of speed and limited data inputs. With AI at the solution's core, additional data sources could be included in the process, resulting in models that were far more accurate. An optimization engine analyzed customized business constraints and generated calendar options geared toward maximizing sales in all feasible scenarios. And a machine learning layer continuously improved performance.

To put these insights directly into the hands of decision-makers, an interactive user interface was developed. Simple yet intuitive, this allowed non-technical users to easily model complex scenarios, identify new opportunities, and preview the expected results from these actions.

Leading the Way with TPI

Since deploying their industry-leading TPI tool, this food manufacturer has been able to generate detailed, goal-based recommendations for their retail partners in mere minutes. Their AI- and ML-enhanced solution not only gives them a fuller, more accurate picture, it also allows them to make better decisions while keeping up with the pace of today's markets.

AI Spots Beverage Growth Opportunities Sending Incremental Revenue, Incidence Rates Up

3% GROWTH in incremental revenue

A customized AI solution helped this Fortune 100 beverage leader realize significant growth in the difficult-to-balance Foodservice sector.

Finding Growth, Maintaining Balance

Maintaining a balance between product recommendations for new and existing products is a challenge. And for this Fortune 100 beverage company, finding an optimal tradeoff between the two was paramount for their foodservice division.

They needed to quickly recognize and close on any growth opportunities in this sector. Specifically, this meant being able to identify the potential sales gaps for any given category, brand, or SKU from the regional all the way down to the outlet level.

Delivering Growth, Simplifying Planning

After completing the first phase of their customized AI recommendation platform, it's projected that the client will realize:

A 3% uptick in incremental revenue

2-3% higher incidence rates

4% consumption value growth across categories

Not only has this tool become indispensable to the client's sales team, who use it to craft tailored pitches for each account, it's also become a key part of sales leaders' annual sales planning process.

Deep Neural Nets, Collaborative Filtering, and Ensemble Models Enhance Results

Essentially, this AI-driven analytics solution is tasked with making smarter product and assortment recommendations, which includes:

- Uncovering optimal assortment by DMA, chain, or outlet
- Identifying chain and outlet opportunities by SKU
- Maximizing beverage sales opportunities for existing foodservice customers
- Being scalable across all channels and use cases

A typical use case sees a sales team member inputting the geographic location (nation, region, market, postal code), sub-channel, chain or franchise group, and the current assortment into the user-friendly interface. Under the hood, the analytics engine processes multiple data sets, runs segmentation, recommendation, and volume prediction APIs, and then further refines the results by likelihood of purchase and other SKU and category recommendation drivers.

Forging a New Path

Thanks to these advanced AI capabilities, this global beverage company has granular insights into the needs of their foodservice customers. With more information available to them, sales team leaders can make optimized strategic decisions, reps can make more effective pitches, and can simplify their decision-making process. This tool hasn't just invigorated the foodservice sales division of a major company, it's increased the technical capabilities available to decision-makers.

$13M INCREASE IN REVENUE

Hyperpersonalized Campaign Increases Hotel Revenue By $13 Million

Global hospitality leader solves the age-old challenge of the elusive one-and-done guest.

Our client, a leading hospitality chain, was seeing repeat sales walk out the door - literally. Only 35% of their one-time stayers were coming back for a repeat stay. The client also had a feeling that their rule-based marketing tactics were not very effective at encouraging repeat guests.

They needed to :

Target potential repeat customers with a customized campaign

Increase the rate of repeat bookings

Optimize their marketing analytics process with minimal additional resources

Hyperpersonalizing Campaigns For Repeat Guests

The NAVIK MarketingAI pilot was used to personalize offers to customers who had stayed only once in the last 2 years. The personalization happened from a pool of 16 pre-designed offers.

MarketingAI personalized the offers based on their stay behavior, past offer responses and demographics. Personalization included identifying micro segments, predicting future stay likelihood and offer propensity. These models were combined using artificial intelligence to recommend offers for each customer.

As per the personalization strategy, 4 email waves were sent over an 8 week period. The results were compared to a control set which received a randomized offer. This approach ensured the only difference between these groups was personalization.

Once the client's marketing team began leveraging Artificial Intelligence, stay revenue and bookings increased. In just one pilot, the client saw:

$8 million incremental revenue from loyalty club members

$5 million incremental revenue from targeted non-club members

The client was able to continue utilizing NAVIK MarketingAI to increase the impact and efficiency of their other campaigns.

NAVIK MarketingAI is used by marketing leaders, monetization managers and marketing operations to make critical decisions every day, recommending personalized campaigns based on artificial intelligence.

34% CUSTOMER ENGAGEMENT

Personalized Content Recommendation Lifts VoD Service's Customer Engagement By 34%

AI, ML, and real-time analytics generate more customer engagement, more post-trial conversion for Video on Demand service.

Can Marketing Automation Alone Drive Successful Targeting?

This company, a leading subscription-based Video on Demand provider in the region, was already utilizing a marketing automation platform to deliver paid ads and push notifications over mobile, email, and text. However, this tactic alone was not producing the desired results.

The client wanted to see if highly segmented and hyper-personalized campaigns would generate more customer conversions. They also needed to improve their content recommendation engine so that customers would watch more videos – and convert from a free trial to a paid membership.

This was going to require some Artificial Intelligence and ML (machine learning) magic.

ML-Enhanced Analytics Boosts Traffic, Conversions

By adding Absolutdata's cutting-edge AI and ML analytics engine to their CRM, the company was able to see the following wins during the two-month trial period:

47% increase in post-trial conversion.

19% more customer engagement (25% for the AI trial group vs. 8% for the control group).

30% fewer app uninstalls (50% for the trial group vs. 80% for the control).

34% lift in customer engagement minutes.

Service users also received a boost in their user experience: during the project trial period, there was a 15% increase in content discovery and exposure, which was attributed to more relevant content recommendations.

AI Delivers Real-Time Personalized Notifications, Targeted Offers

Our analytics team used over 150 attributes gleaned from four data sources to segment customers, create personalized recommendations, and optimize unique offers for users in each group. Predictive models and real-time personalization ensured that these groups and messages stayed up to date.

Meanwhile, the analytics output was fed into the company's marketing automation and CRM tools, enabling integrated cross-channel communication. This allowed the client to reach each customer using the best method – paid Facebook and Google ads, push notifications, SMS messages, or emails.

Additionally, AI helped the provider tap into the very different likes of their wide customer by using real-time and contextual campaigns and developing improved content recommendations. Viewing suggestions were tailored to each user based on language, preferred genres, and content format (e.g. movie, TV show, etc.) For users who consumed content via mobile app, personalized push notifications resulted in 20% more visits than the control group.

Finally, return on ad spend was fine-tuned in a series of ML-driven retargeting campaigns for Facebook and Google AdWords.

Modern Marketing Automation Needs AI

Thanks to AI and its applications, this VoD provider is seeing the potential of hyper-personalization and targeting messaging to increase engagement and conversion. Marketing automation wasn't enough to do the job; AI and ML were needed to make this company truly competitive.

117%
Incremental ROI Increase
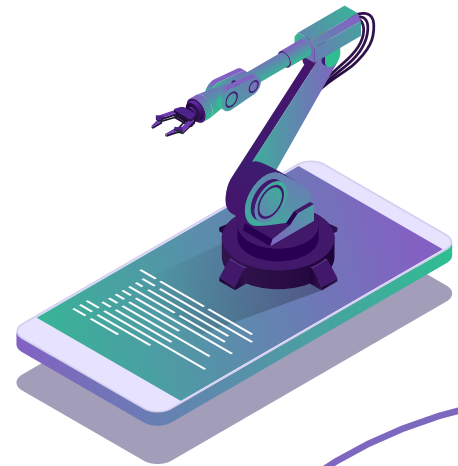
AI-Powered Hyper-personalization Increases ROI, Improves Customer Retention by 30%

Gas and oil leader revitalizes retail outlets' performance with AI-based guidance.

Marketing to an On-the-Move Target

Capturing customers' attention can be hard for retail outlets, as this Malaysian oil and gas leader knew well. Marketing to busy, on-the-go customers requires snappy messaging and a high level of personalization – something that wasn't happening for this company. Ineffective campaigns were impacting their customer relationships and retention numbers. Lapse rates were up, false targeting was high, and ROI was low.

To fix the problem, an AI-driven, ML-enhanced hyperpersonalization platform (NAVIK MarketingAI) was deployed to find cross-sell opportunities, boost customer retention, improve targeting and outreach, and move customers up the value chain.

Better Retention, Higher ROI with MarketingAI

The results from this company's AI-enabled marketing were impressive:

117% incremental ROI increase, through prevention of potential customer lapse.

30% retention of high- and medium-risk customers.

86% incremental ROI from favorable customer migrations.

93% incremental increase in customer engagement, thanks to personalized social media.

With this user-friendly tool in their hands, the company's marketing team could focus on winning back lapsed customers, preventing customer loss, and strengthening its ties to current customers through finely tuned outreach efforts.

They were also more aware of upselling and cross-selling opportunities as customers stopped for fuel at the brand's retail outlets.

Customer-Directed Marketing for the Win

Moving to a customer-directed marketing approach meant leaning harder on AI-enhanced data analytics. NAVIK MarketingAI utilizes four varieties of customer-based predictive analytics. These work together to generate marketing program recommendations for various business objectives. The cutting-edge technology and proven marketing techniques embedded in the AI system provide deep insights into customers, segments, products, and outlets (in this case, gas stations).

For business users, all of this happens out of sight; a simple interface gives each team member the information needed to maximize their next contact. A typical campaign dashboard includes information about what offers to send to which individual customer, the rationale behind this recommendation, and the projected increase in engagement resulting from various actions. The marketing team can also use this tool to compare segments, view segment- and individual-level profiles, learn about historical and predicted behavior, and add and track campaigns.

Being AI-Powered for Future Success

Not only has MarketingAI improved the company's marketing efforts, it has helped them to revitalize their retail performance. By connecting with customers in a more meaningful way, they're seeing stronger relationships and greater customer value. Customer churn is down, ROI is up, customer engagement is good, and targets are now, well, right on target. Thanks to AI, this brand's fuel outlets are successfully converting, keeping, and cross-selling to customers.

Data Analysis Chatbot
Speeds Results for Pharma Co

UK-based pharma company gets information to users at speed.

Like many companies, this UK-based pharma organization had already invested in data analytics. But something was missing. They had the data, the people, and the tools ... but no way to get information to users at speed. They needed something that would enable business users to get instant answers to their queries without involving the data analysis team.

Instant Data, Always Available

By integrating a Natural Language Generation (NLG) powered chatbot with their existing infrastructure, we enabled our client to:

Provide instant answers to users' natural language questions.
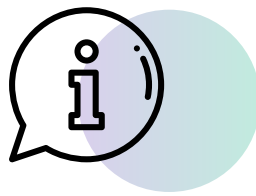
Empower business users to get their own information, as and when needed

Scale up their BI investments.

This chatbot transformed how company data was consumed and utilized. And it was set up in just 15 weeks.

Too Many Inputs, Not Enough Insights

Our client's situation will be familiar to businesses that have implemented data analysis but haven't gotten all the benefits yet. They had multiple data sources, internal and external. They had Tableau and other data visualization tools. They had several dashboards for their business users. And they had a team of data analysts to help access specific insights.

But there was still a bottleneck. As their system grew, so did the number of requests pouring into the data analysis team's inbox. What the company needed now was clear: an easy, automated way to answer basic analysis questions and guide users to the appropriate dashboard. It would have to be simple enough for non-technical users, yet powerful enough to provide real-time insights.

So that's what they got.

A Chatbot That's More Than A "Data Teller"

Chatbots that simply find and relay data are becoming commonplace. But our clients needed more than just a "data teller" – a chatbot that merely passes on raw data. Our AI-enhanced chatbot assistant, ASK NAVIK, uses Natural Language Processing to understand users' spoken queries (e.g. "How did brand A do in the Central Europe market last year?") It automatically finds and presents the information in a natural format (e.g. "Brand A sales grew 2% in the Central Europe market in 2019").

Now, there's no waiting for the data analysis team to answer routine queries; they can spend their time more effectively. Users get the needed results in seconds, not days. And different types of data – such as sales, activity, and shipment information – are available to users whenever and wherever they need it!

AI Powers Category Forecasts for Pharma Leader Across Seven Countries

Quick, accurate forecasting tool allows non-IT users to optimize investment allocation across countries.

A leading global pharmaceutical and medical device company needed to strategize their investments. This required them to forecast category growth for eight upcoming quarters across seven countries–no small feat in this age of high-pressure decisions and huge amounts of data.

Delivering a statistically validated and consistent methodology across forecasts required us to apply several AI and machine learning techniques. And the result?

Comparable, Customizable Category Forecasts at Users' Fingertips

Thanks to a user-friendly AI forecasting tool, the client's non-IT personnel could run their own forecasts. With just a few simple clicks, they had the power to:

Adjust effectiveness and weightages per business conditions.

Compare actual growth with forecasted growth, thus identifying any anomalies in the forecasted output.

Find the best allocation of investments by comparing forecasts and key drivers across countries.

An Ensemble Approach to Forecasting Success

Using Nielsen Retail Audit data for seven countries and a blend of regression-based causality and time series forecasting methods, our ensemble approach allowed the company to understand category movement in multiple areas.

First, we identified key macroeconomic and consumer indicators for each category. We then created a regression model based on these indicators and computed a time series forecast using Holt-Winters methodology. Finally, we added weighted averages to both the regression and time series models; this created a rounded and flexible ensemble model that users could easily fine-tune without recourse to the data science or IT departments.

Information On Demand with AI

By using the ensemble approach to modeling, we were able to help the client take full advantage of AI's flexibility and computing power. Not only did this give them a more accurate forecast than a single model or method, it allowed them to make comparisons and adjustments as needed.

About Us

Absolutdata products and services deliver scalable business impact across the enterprise by combining cutting edge AI and ML with its heritage in analytical frameworks, business understanding and technology. Absolutdata's NAVIK AI Platform has pre-built solutions, customizable solutions and enabling services to get an enterprise AI-ready. The growing set of AI-powered SaaS solutions include ASK NAVIK, NAVIK SalesAI, NAVIK MarketingAI, NAVIK ResearchAI and NAVIK TradeAI. The services teams build custom solutions based on NAVIK AI. Founded in 2001, Absolutdata is based in San Francisco and employs 400 professionals across offices in San Francisco, New York, Chicago, London, Singapore, Dubai and Gurgaon. For more information, visit the Absolutdata website, read our blog, and follow us on LinkedIn and Twitter.

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