

# Prospecting

Cognitiv builds custom, deep learning neural networks to help brands reach new customers in the right context and moment.

## CASE STUDY

INDUSTRY

DTC Retail

PROGRAM APPLICATION

Desktop &amp; Mobile Display

### CLIENT OBJECTIVE

**Increase volume of new customer orders while maintaining strict cost-per-order goals.**

### KEY BUSINESS CHALLENGES

- ✓ REPLENISH CUSTOMER GROWTH
- ✓ DRIVE NEW CUSTOMER CONVERSIONS
- ✓ IMPROVE CAMPAIGN EFFECTIVENESS

### HIGH-LEVEL RESULTS

**86%**

of total prospecting conversions are unique to Cognitiv

**60%**

of total prospecting conversions are new customers

**7%**

higher AOV from new customers

### AUDIENCE AND CONTEXTUAL MODELS

- ✓ Contextual models combine the meaning of URLs, gathered from natural language models, with first party data to predict a URL's performance.
- ✓ User models identify the patterns of browser behavior that indicate when advertising will be most effective for a specific user.
- ✓ Combinatorial optimization techniques merge this predicted performance information with historical pricing data to determine exactly how much to bid for each piece of inventory.
- ✓ Consistent model training and improvements led to a doubling in conversions for the client.

### CAMPAIGN CONVERSIONS

