Prospecting

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

CASE STUDY

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**

INDUSTRY

DTC Retail

PROGRAM APPLICATION

Desktop & Mobile Display

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

Performance Doubles as Models Have More Data for Training