Approaches to Scaling Hyper-Personalization

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EMOTION ENGINEERING & DESIGN | SOLUS

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Personalization and the Customer Nudge

Personalization is a simple concept, especially as it's something we all, as consumers, experience daily. We know when brands are good at it and are aware of when they don't do an excellent job. Personalization is hard to pull off well. However, the payoff for a good job makes this a worthy goal in any consumer industry.

This paper will cover a whole set of topics around personalization, how it works, what it takes, and how it pays off. These learnings are from decades of experience as a service provider and a product leader in the space.

First Principles

It always begins with a mission to derive value from an existing customer base. Customers who have engaged with you in the past and for whom you have some signals that will help you communicate with them in a relevant manner.

The reason to do this is twofold: 1) Better personalization pays off in higher conversion and lift, and 2) customers appreciate the effort you make to stay relevant to them – with the long-term positives that come with customer delight.

The second principle is something we often need to pay more attention to. Our view is that customers want to be treated with a basic level of – shall we say respect- by brands. They usually like a brand they've bought from and wish not to be disappointed. The product or consumption experience between the brand and customer is usually 2-4 times a year; the rest of the time engagement is the brand pushing messages to the customer. Customers' opportunities to disappoint customers are often centered around sending too much and irrelevant communication.

Dear Gary, avail exclusive 20% OFF on our range of apparel at ABC Stores. Offer valid till 15th Jan.

Dear Gary, we're missing you at ABC Stores! Drop in to try our range of formal shirts in your favorite solid colors at our Walker Street store this weekend. Hundreds of new products in the $100 -$150 range just for you!

Getting the first kind of message thrice a week (or more) is a sure-shot way to tell your customers that you can't be bothered to be relevant to them. However, the message on the right shows you've made some effort to get it right.

A more recent starting point

A new starting point for some businesses to try more personalization is reducing the cost of nudging a conversion. Brands with aggressive offer-led CRM programs are now looking to minimize discount levels while maintaining conversion and lift numbers – which can only happen with sharper targeting and better personalization. The three reasons that we find brands looking at upping their game on personalization and the more relevant customer nudge boil down to these:

Drive Frequency

Relevance & Delight

Reduced Discounting
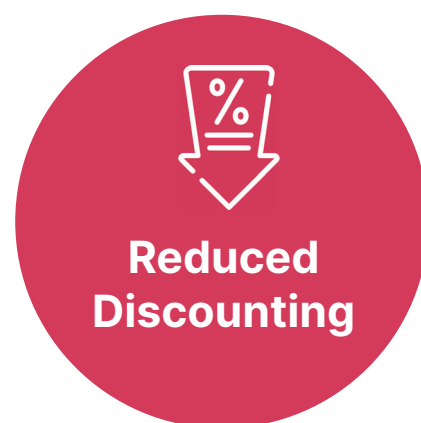
Semantics

Are Personalization, Customer Nudge, and Lifecycle Management the same thing? Our view is yes, they're all focused on deriving more value from an existing customer base, but each emphasizes a different aspect of the process. Personalization suggests recommendations and better messages. Customer Nudge indicates the response from a customer wherein they're nudged into buying. Lifecycle management gives it a stepped-back feel of sequences of moves varying by customer type.

Horse to the Water

The word 'personalization' is often construed to mean personalization of the app or web experience. While that's a valid use case, we usually find that it works only on a small base of existing customers - those who are accessing the app or website. **A broader view of personalization would mean it needs to bring the horse to the water – i.e., get existing customers NOT on the app, web or In-Store to come to those selling channels.** This is often the more extensive use case, with a much larger payoff in absolute value terms.

Getting Started
with Personalization

The Mission

If you think about it, customer missions tend to gravitate towards driving frequency or the next transaction. We've worked across industries and find this to be a familiar pattern – when posed a Q of whether they would rather get frequency or value per transaction – businesses are overwhelmingly in favor of frequency.

This makes sense – frequency compounds; a customer who comes thrice and spends $100 over three transactions is more likely to keep returning than a customer who spends $300 but has only come once. Twice as possible to come back, in most cases. This case for Frequency is supported by plenty of data.

The graph below shows the probability of returning for a subsequent transaction across frequencies. Any customer who has bought one has a 35% chance of returning, but a customer who's bought thrice has a 65% chance of returning. Essentially – frequency leads to better gains over time.

Probability of next transaction

Frequency	Probability
1 to 2	35%
2 to 3	55%
3 to 4	65%
4 to 5	80%
5 to 6	88%
6 to 7	92%
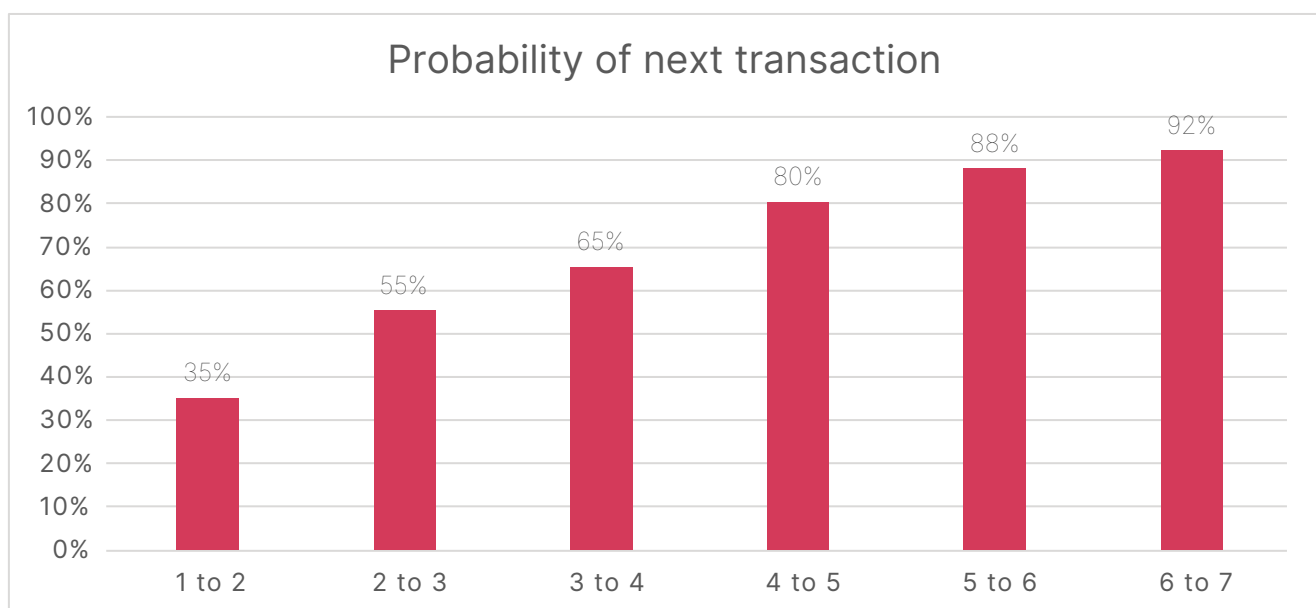
Mission Breakdown

The larger Frequency mission can be broken down into four sub-missions.

- ✓ **Repeat:** Get a one-time customer to buy again.
- ✓ **Glue:** Get repeat customers to become sticky (drive range and frequency)
- ✓ **Protect the Core:** Prevent churn amongst your best customers.
- ✓ **Winback:** Bring back lost customers.

First to Repeat: Drive repeat amongst the one-time customers	**GLUE** Push low frequency to higher frequency bands. Stickiness through range and width.	**CORE** Protect the high-value base and act on signs of churn early.	**WINBACK** Bring back lost customers.
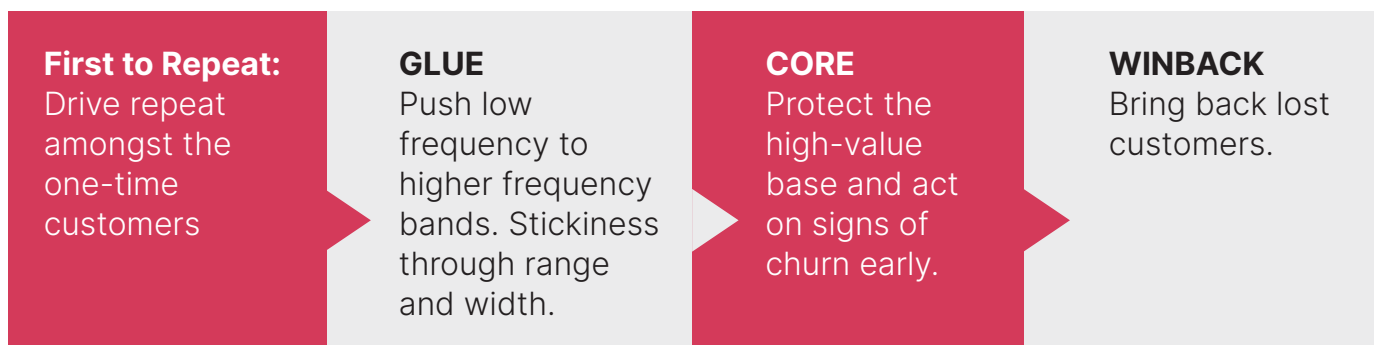
FTR

Repeat driving, or FTR (First-to-Repeat), is where good onboarding and timely offers work. Personalization here often concerns associated products (we hope you like A and think B will be a tgreat addition...). The trick is not to get overly "selly" too soon. Onboard first, sell later. In addition, repeat happens in-category, not cross-category, which means cross-selling isn't always something to attempt early.

Glue

The word Glue comes from getting a "sticky" customer who will likely keep returning. Getting to stickiness is where cross-sell and up-sell typically take center stage and where associated products as a recommendation strategy come in handy, as Stickiness usually comes from category addition.

Protect the Core

When preventing churn amongst the customer base, a good lifecycle management program is ideal, one that does personalization but varies by customer type. For a high-value customer showing signs of churn, one may have a different approach than a low-value infrequent customer. Also, useful here at Churn models that predict customers likely to churn – which allows one to focus on them.

Winback

Finally, win back – where customers who've not transacted in a while are beaten back. Here, some looking at data to understand how far back one can go is valid. One ends up with a bloated database of customers who haven't transacted in years that one is still trying to win back.

What drives Response/ LOcTR

Response – a reaction to an outreach or a nudge - happens when you remind the customer of your offering, your relationship, how much you value it, why they should buy it, etc. Done right, it tips over some folks on the fence to become purchasers – which may hover in the 0.5%-2% range per campaign.

There are a set of factors that help improve response. We call them the LOcTR (Lord of the Rings, with a "C" in the middle – this mnemonic has worked wonders with our clients!)

Levers to drive frequency	L	**LIST:** Who is being Targeted
	O	**OFFERING:** What Product/ what Occasion/ what Offer are we using to nudge them
	C	**CREATIVE:** What words and images, what channel, what tonality and cadence
	T	**TIMING:** When, day and time, days since, number of outreaches
	R	**RESPONSE/ CTA:** What is the call to action, and how easy is it to respond

LOCTR is, in order of importance, factors that drive response

List:
The prime driver is Who you target. The List.

Offering:
What value proposition do you lead with? An Offer? A Product?

Creative:
What tonality/ words/ images you use, the personalization levels

Timing:
When you send – days since or days too, day of the week, time of day

Response device:
What's the call to action, and how simple is it to respond?
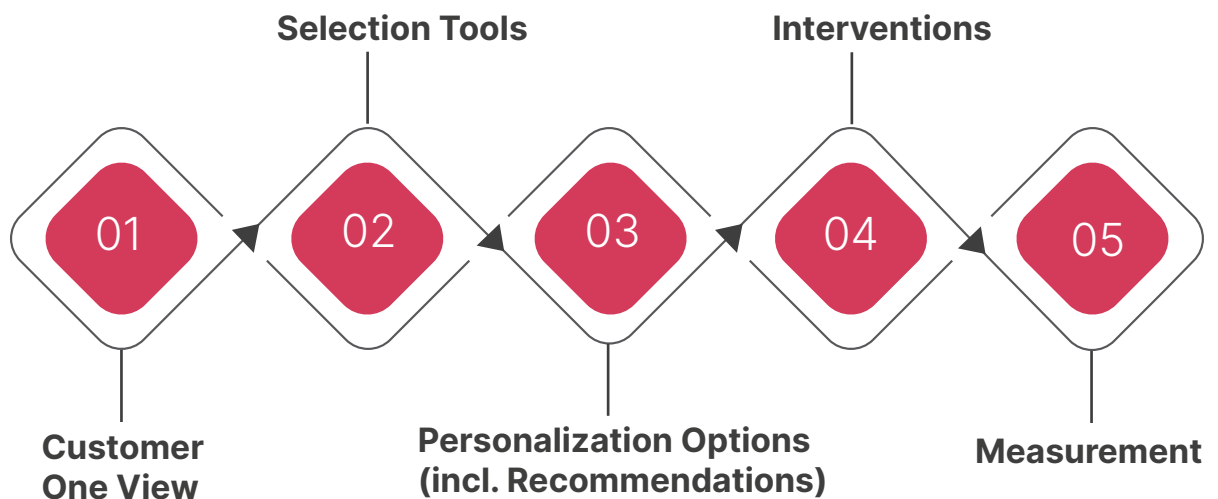
> The combination of getting these 5 LOcTR factors right is a 6X conversion. A good rule of thumb is that you can expect the following gains from each factor (warning, your mileage may vary!)
> List: 3X, Offering: 1.5X, Creative: 1.2X, Timing and Response Devices: 1.1X each.

This covers the who/ what/ why/ how/ when framework but in a more action-oriented manner. The utility of this framework is also to help marketers think beyond the List, which, while being important, is also the one that tends to hog all the attention as we look at segmentation and propensity models while doing little or no experimentation with Creative and Timing.

From Thought to Action

Getting it done

Selection Tools

Interventions

01 → 02 → 03 → 04 → 05

Customer One View

Personalization Options (incl. Recommendations)

Measurement

Customer One View

This is where the available data on customer profiles, transactions, behaviors, and responses come together to give you as rich a view as possible of the customer.

Our take on this has usually been that one has to have a practical approach to one-view building. In the current landscape, one must accept that the first-party sources are likely what can be relied on and proceed with those.

We often see brands wanting to enrich their customer data before they take any action on it. Our view is that it's better to get going with what you have and learn from Response data, than to worry overly about your apparent lack of depth to the customer file

Start with what you have and do your best with it– an approach that works well.

Selection Tools

Selecting a suitable customer base to target can be done in many ways. Segmentation needs to be flexible and allow for many selection possibilities. Businesses typically need to think about Segmentation Schemes, recognizing fully well that one scheme will serve the company only partially.

So, there are Lifecycle stage-based schemes, Product-based, Profile-based, channel-based, etc. These can often be used in combination to significant effect – so take a High-Value base, combine it with Festive Buyers, and then personalize at the individual level with Recommendations.

Model-based selections allow for top deciles by propensity scores, which is an excellent addition to rule-based segmentation schemes. Finally, the Segment of One strategy leaves the choice to a learning system where each customer is examined for a relevant nudge daily.

Personalization Options

Personalization comes in three flavors. One is strictly deterministic – where you refer to something known about the customer, like Name or Days since last purchase or last bought product. The second category is preferences often imputed – like favorite category or favorite store. Finally, there are recommendations where you go on a limb to say, "We think you'll like this." The Recommendation usually needs to be backed up with a Selling Story to be effective – the "why."

Reco 1	Fav Product	Last Product	# similar customers	Fav Channel
Reco 3	Fav Store	F Name	Recency Days	Fav cat/ Sub Cat
Reco 3	Fav Day	Points Balance	Tenure	Last Login
Reco 4	Offer 1	Points to free product	# Transactions	Last Browsed
Reco 5	Offer 2	Fav Offer	City	Last Cart Abandoned

Dear **<Fname>**, it's been **<Recency days>** days since your last order, and we're missing you at your favorite **<Location>** store. Order today and get great deals on your fav **<Fav Product>**

Dear **<Fname>**, this summer we have some great offers for you. Order items like **<Reco 1>** or **<Reco 2>** and earn points that could make you a free product.

Push and Pull Interventions

Campaigns where a message is sent to the customer are Push interventions. Showing personalization on the App/ Web is the Pull kind, which kicks in when the customer visits. The Push interventions can range from Notifications/ SMS/ Email/ WhatsApp/ Outcalling, etc. The key is to get the campaign right – the tonality, the timing, the use of personalization, the cool-off, and the attribution.

Measurement

Measurement of effectiveness is usually a function of having a control group held out that allows incremental revenue measurement. The thinking behind this is that simple Conversion numbers (who bought after being sent a message) over-estimate impact – they attribute conversions to a campaign that might have happened anyway. Clicked Conversion numbers often underestimate the effect; many customers will get influenced and buy without clicking through. Target vs. Control is a good balance that measures the effectiveness and controls sales that would have "happened anyway."

	TG	CG
Customers	18665	1179
Conversions	189	9
Conversion %	1.01%	0.76%
TG Conversions @ CG Conversion %	141	SMS Campaign to Activate Base
Incr. Conversions	48	Hey <SOLUS_PFIELD>Customer_Name</SOLUS_PFIELD>, Owning the Product X just got easier. Get yours for as low
ABV	42944	as Rs. 12067* p/m. Walk into an ABC store near you at http://bit.ly/3V23V7s or visit http://bit.ly/3gxKVqG today!
Incremental Revenue	2024638	*T&C applies.

There's more to it than Personalization.

As can be seen, there's much more to Personalization than just personalization itself. This isn't just about making the message more relevant – it's about managing the end-to-end customer lifecycle and executing the customer nudge.

The moment a brand decides to be customer-centric or more relevant to the customer, these many aspects get activated:

- ✓ I want to be more relevant to my customers.
- ✓ I should target them sensibly.
- ✓ I should recommend products relevant to them.
- ✓ I should time my targeting well.
- ✓ I should change tonality based on who I'm speaking to
- ✓ I should be able to measure what works.

All of this ends up needing an evolved toolkit.

Foundation	Science	Action	Control
Customer One View/ Data Platform	Recommender Systems	Creative Assets	Dashboards
CRM Strategy/ Mission Setting	Predictive Models	Messaging Systems Integration	Operational & Strategic Review
Data Understanding and Filters	Campaign Optimization	Landing Page/ Short URL setup	Plan and Forecast
Customer Insight and Story Building	Lift Measurement	Campaign Execution	Simulator/Scenario Builder
CLM/GTM Blueprinting and Planning	CRM KPI tracking	Response Data Capture/ Ingestion	Story Telling

This toolkit covers most aspects of what a manager driving a customer-first marketing strategy needs to be on top of.
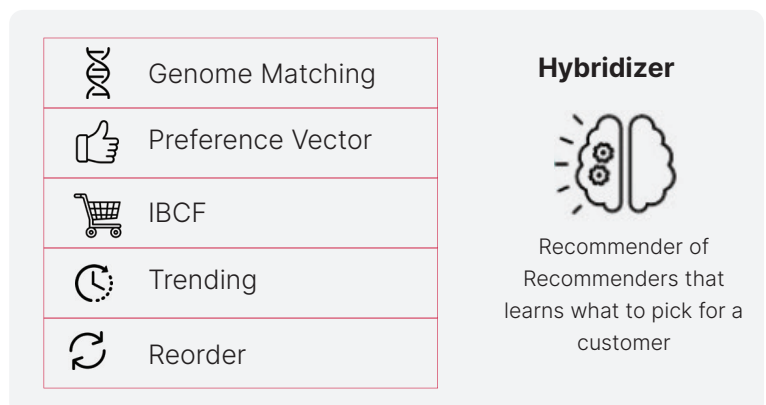
The Analytical Aspects of Personalization

Recommendations at the heart of it

Good product recommendations are core to a Personalization strategy. If you think about it, the prime determinant of response to a campaign is the List or the "Who" you target. Propensity models have been occupying the bulk of customer analytics mind space for precisely this reason – a poor campaign to a good list trumps an incredible drive to a poor list.

However, once you've solved the Who, the following best determinant is the Offering – the value proposition you approach the customer with. This needn't be offered; it can often be product-led. The thinking is that instead of "We've got 20% OFF for you," lead with "We think you'll love this product". At the heart of it, the actual relationship between brand and customer is rooted in the product, so getting this right has a significant payoff.

Recommendations aren't just a function of what the customer last browsed online. That would allow Recos to be used only when the customer visited (usually a tiny fraction), and you had passed recent browsing data (further reducing the coverage to a minimal number). Multiple strategies can be used in the Push use case:

- ✓ What do people like you to buy?
- ✓ We know you like this kind of product.
- ✓ Those who bought A also bought B.
- ✓ This is trending in your location/ this season.
- ✓ It's time to reorder/ replenish.

🧬	Genome Matching
👍	Preference Vector
🛒	IBCF
🕐	Trending
🔄	Reorder

Hybridizer

Recommender of Recommenders that learns what to pick for a customer

Each strategy is meant to cover a different dimension of recommendations and should be comprehensive. The important thing is that all plans are equal. They're just different, and each has their place. Rather than determining a preference for Recommender systems, we find the best approach is to let all the systems run in parallel and have a learning layer on top that plays traffic cop.

Insight Beyond the Intervention

Sometimes, we see people becoming too demanding of their Insight systems to the point that they discard anything immediately actionable. We're fans of customer insight that doesn't have instant action. Customer obsession doesn't mean acting on every data point – but going through much assimilation to make wiser decisions.

Insight systems, hence, need to go beyond the Campaign. **What led to conversion and lift is vital in understanding repeat and retention patterns, which products are better entry points when customers become "sticky," and what segments have higher overlaps.**

Any system that helps with the customer nudge, lifecycle management, or personalization must also be able to expand the understanding of the customer base beyond the intervention.

Infinite Experimentation

Our view of experimentation in this field goes beyond the A/B testing that establishes which subject line or creative works better. Experiment has a far more profound role to fulfill here as it is a source of data that gives us an insight into what works. The thinking is that most brands have little data per customer simply because most customers haven't bought often. In addition, if many different creative/ tonality/ offer/ timing combinations have not been experimented with, the answer to "what works" will be based on sparse data. **Experimentation is necessary to allow learning systems (and their human counterparts) to understand better what works.**

The other aspect of experimentation that has been taking hold recently is that it needs something different than a winner-takes-all strategy. In A/B tests, the one that does better on part base is the winner and gets all the coverage. However, this doesn't account for the fact that if the winner may change over time, **the ideal approach is to have multiple experiments where the winner gets more coverage without shutting the door on the rest.**

Auto Optimization

One evolving area in personalization is using learning systems to auto-optimize what gets more coverage. For instance, if there are two ways to nudge a customer ("people like you are buying this" and "because you buy this, we have this recommendation for you"), the selection of which one to lead with can be done by a CMAB (Contextual Multi-Armed Bandit) that figures which one to amplify, and which one to suppress.

The Experimentation and Optimization point to the shift from "I know what to send to this list" to "I'm going to create more and more options and let the system decide which one works for whom."
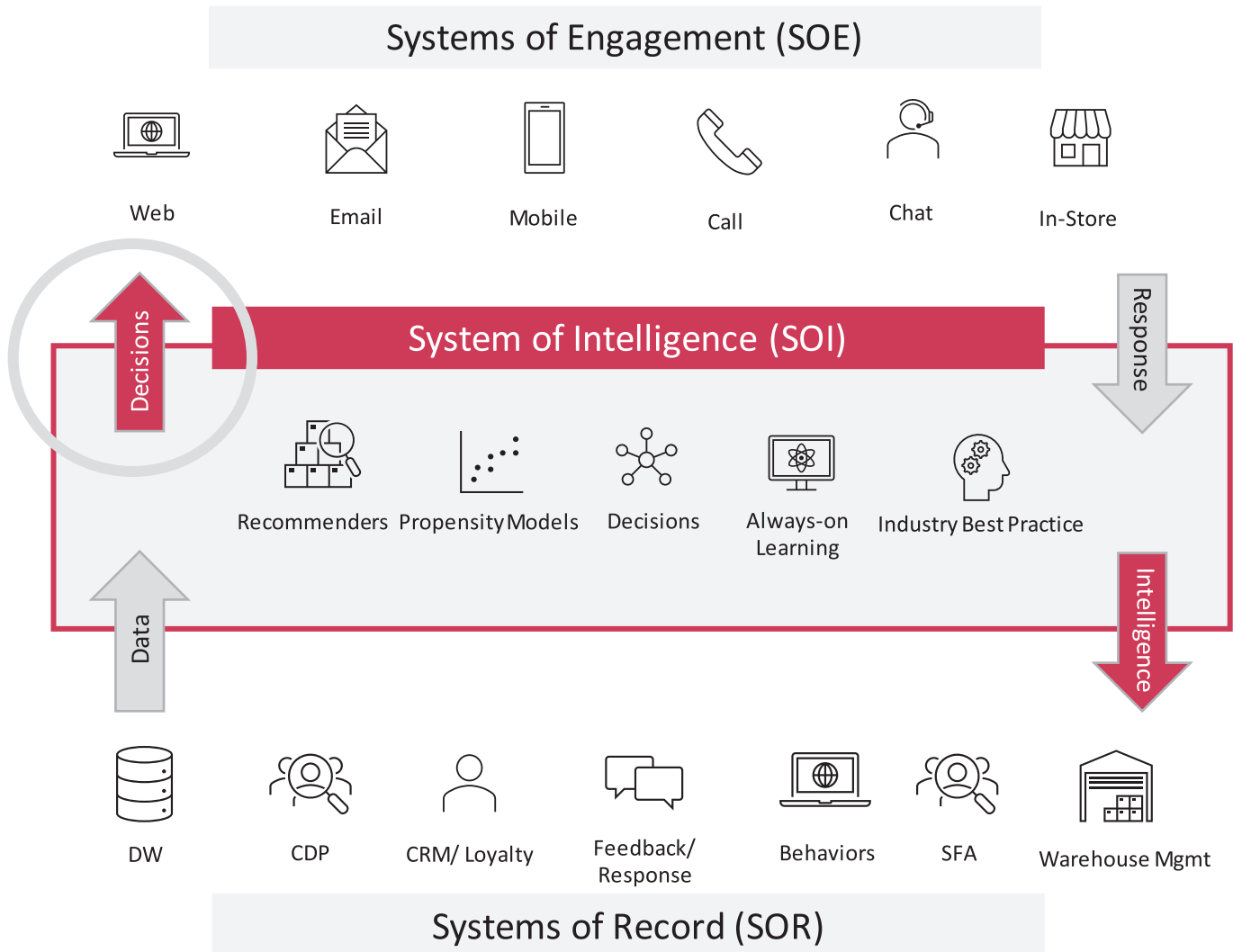
The Stack

Tech Stack Decisions

The stack that delivers on the customer promise is ever-evolving and complex. But what's more certain is that it is a stack. The consensus seems that trying to find one solution that solves all aspects of the customer stack is likely to be sub-par.

- Systems that capture and unify data.
- Loyalty and CRM systems that handle operational CRM
- eComm, POS, and Couponing systems
- Customer Segmentation/ Modeling/ Analytics systems
- Recommender systems
- Campaign management/ Journey orchestration systems
- Campaign optimization and analytics systems
- Measurement/ Dashboards/ KPIs

Typically, the system that captures the online event, such as an add to cart, and triggers an email on abandonment does a stellar job of that – the operation of starting a mail in response to the event. However, the system that can populate a mail with an intelligent recommendation will likely differ.

SECTION D

The Three Systems

An excellent way to look at the various systems in the stack is to slot them into the three methods:

Systems of Engagement (SOE)

Web · Email · Mobile · Call · Chat · In-Store

Decisions · Data · Response · Intelligence

System of Intelligence (SOI)

Recommenders · Propensity Models · Decisions · Always-on Learning · Industry Best Practice

DW · CDP · CRM/ Loyalty · Feedback/ Response · Behaviors · SFA · Warehouse Mgmt

Systems of Record (SOR)

Systems of Record are primarily the data sources for the Personalization initiative. So, a Loyalty system becomes a SOR, as does a Data Lake.

Systems of Intelligence are the nerve center, the brain deciding whom to target, with what, when, etc. They do all of that and, in addition, give insight to managers so decision-making is enhanced. They are often also called Customer Decision Engines.

Systems of Engagement are the mobile marketing, email, and messaging systems. They are primarily sending communication, capturing responses, and constantly improving the operations of engaging with a customer.

But XYZ has it all.

Yes, that some MartTech platforms are now boasting leadership in multiple areas is a fact, but under the surface, a strong heritage in one place still shines through. Someone with a strong history in mobile marketing will likely need to be more cutting-edge in recommender systems. At the same time, someone with a history in data sciences will take a while before they're full featured regarding loyalty program management. For the enterprise wanting to stay ahead – assembling a best-of-breed stack still appears to be the way to go.

It takes more than a Product.

We're going on a limb here to say that ensuring the success of a customer-centric strategy goes beyond a product. The Product gives you the recommendations, but **expertise in the CRM/ Customer Analytics domain allows you to spot a pattern.**

It takes a strong team or consulting layer to set up missions right, understand what goals should be taken up, blueprint interventions for each task, freeze a segmentation scheme, adopt a propensity model, understand Lift, and decide what to tweak. Decisions like what data to ingest, how to handle outliers, how to make sense of messy product masters, and how to integrate new data sources or applications require expertise and high-touch working methods.

Finally, this is an area where everything that can go wrong, will. It needs a certain mindset to push for the test, learn, try something new, and say no to over-communicating.

What about GenAI?

Our view on using GenAI in personalization is that it isn't the tool you use to make product recommendations or selections – the two most essential components.

However, it can be of immense value as an experimental driver for creativity and tonality. Carrying the offer to a customer is vital, and the message taking the relevant product recommendation should resonate – or at least have plenty of experimentation to help establish what works.

This is where GenAI tools can help a team break out of well-trodden ways of working and try something different – something humorous, appealing to the younger audience, but still relevant and full of personalization and recommendations.

Option 1:

Hey (customer name). 😍 Super excited to let you know that our Summer Collection😊 is launching. Get FLAT 20% OFF exclusively for our Royal ((tierName)) customer like you. Here's a hot tip - we've got new apparel that you will love! & What better way to beat the summer heat than rocking this season's trends?👗 Plus, we know you love shopping at {{favStoreName), don't you? Style up hash: #SummerWithSOLUS.

Option 2:

Happy Summer days ahead ((customer name)). 😄 Enjoy this season wearing the freshest apparel from SOLUS. FLAT 20% OFF exclusively for our Loyal ((tierName)) customers just like you. Don't miss out on this one! Style up, and don't forget to snap your looks hash: #SummerWithSOLUS & show the world what you've got! Plus, if you're near ((favStoreName)}), why not drop by and shop your heart out? 👗

Option 3:

Say hello to Summer (customerName)}! 😊 We've got something special for you - FLAT 20% OFF on our Summer Collection.💐 Feel comfortable while taking on the summer heat in style.😎 Plus, if you're a fan of {{favStoreName)), why not drop by and glam up yourself for the season? Let's hit hash: #SummerWithSOLUS & show the world your style! All the best from Team SOLUS!

Option 4:

Hey ((customerName)}! 😊 Get ready for some summer fun because here comes our fabulous Summer Collection 😎with FLAT 20% OFF for our Royal ((tierName)) customers like you. Take on this season in style & don't forget to add the perfect accessories to your look!   Step out in grandeur, and don't forget to snap those looks with hash: #SummerWithSOLUS! All the best from Team SOLUS!

SECTION

What Works/
What's the Payoff

What Works (in nudges)

What works is a tricky question to answer but a vital one. This requires that campaigns and interventions have variables that describe them – for instance, media is prominent: Does WhatsApp work better than SMS? And then there's - does the use of Recommendations work? How about the Day of the Week of the message sent? Every aspect of the nudge is a variable to be examined for its impact on response and lift, in isolation and combination.

The combination is where it gets interesting. If one can make a statement that "Sending Recommendation led campaign without an offer to the Star segment on Friday over Email" has 13.4X the Yield of an average campaign, that's when teams can start getting sharp about the kinds of campaigns they design and deploy.

The Graphs below illustrate how, for a business, Recommender usage and Personalization levels matter when it comes to driving % conversion. Numbers are indexed.
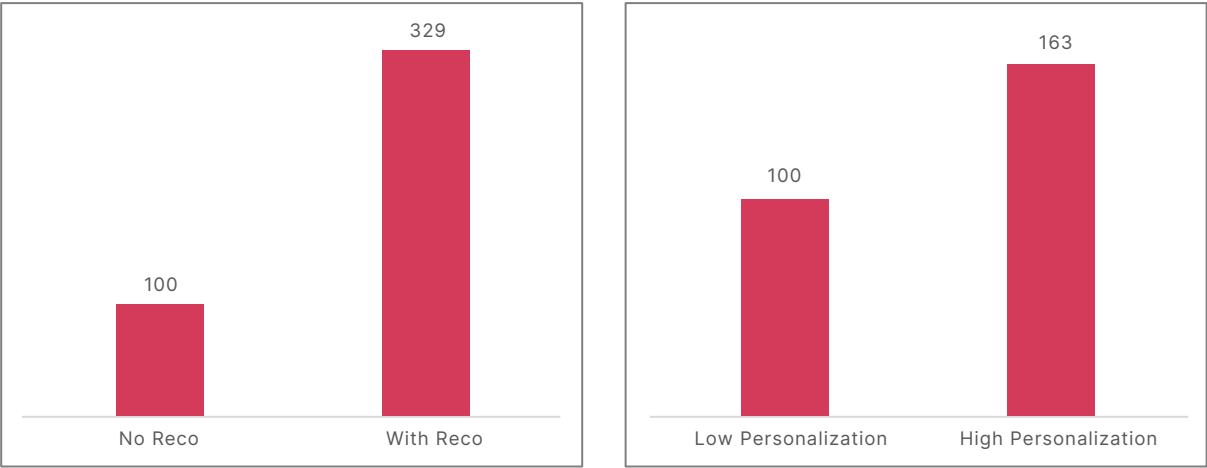
The trick is to 1) be able to create and track campaign attributes and 2) measure the effect in Isolation and Combination. This typically needs a high degree of automation and some level of NLP to derive campaign attributes from the message sent.

Conversion, Lift, Yield, ROAS

This is a continuum of metrics one could use when assessing what works.

- ✓ Conversion – how many customers that were targeted made a purchase.
- ✓ Lift – how much more sales were achieved had the target behaved like the control.
- ✓ Yield – How much incremental revenue did we get per outreach?
- ✓ ROAS – What's the ratio of Lift to Cost

| 0.8% Conversion	$30,000 Incr. Revenue	$0.3 Yield	20X ROAS
800 of the 100,000 targeted bought.	TG response at 0.8%, CG Response at 0.5%	Incr. Revenue per Outreach, where outreaches = 100,000	Where cost per outreach= $0.015

We typically find Yield to be a handy metric that answers the question of "How effective was a campaign." A Yield of 14 per message instantly gives you a sense of effectiveness, especially when you know you spent 0.1 per message.

How much Personalization is good

This will vary by industry and brand. The goal isn't usually to max out the personalization but to minimize the irrelevance.

We've found that using three personalization elements is the sweet spot. Adding more beyond this doesn't seem to add value. It's almost as if the customer mentally buckets the message into "Relevant" or "Irrelevant" at a quick scan – and three personalization fields are enough to pass the test.

The graph below illustrates how, for a particular business, Yield plateaus after you hit three personalization fields.

Yield per message

Category	Yield
1	1
2	1.5
3	2.3
3+	2.2
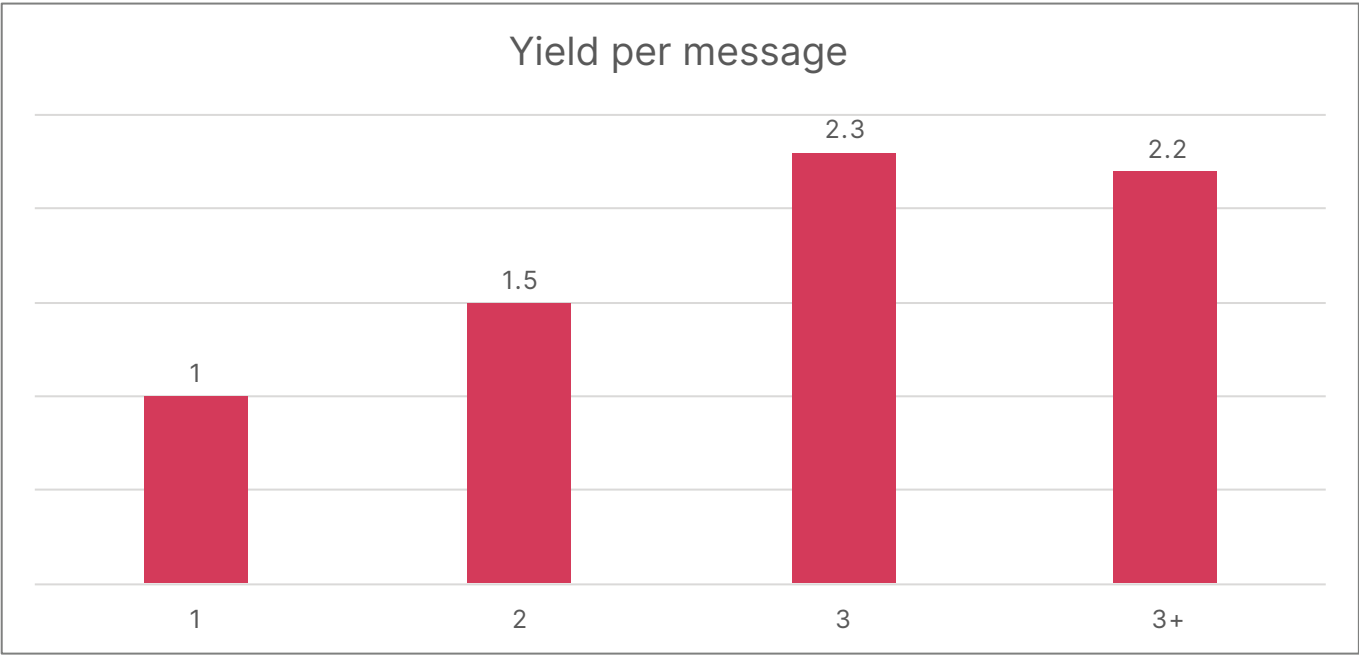
What's the Payoff

Personalization and the better customer nudge work well and are typically quick to show the payoff.

Incrementality	Yield & ROI	Conversion	CRM KPIs
Incremental sales achieved at an average of 3-7% of Topline. TG vs. CG measurement	**ROAS typically at 20X to 100X** Measurement of Yield (Incrementals vs. Cost)	**Reco. Led campaigns improve conversion rates by 30-40%** Compared to mass or segmented campaigns	**Improve Repeat, Retention, and Winback** In-year-repeat typically at 30-35%, Retention typically at 28-32%

The ultimate metric we like to track is the lift or incremental revenue contribution to the top line. This typically hovers in the 3-7% range, with some industries going as low as 1% and others comfortably crossing 15%. This contribution naturally comes at a high ROAS –incremental revenue-to-cost ratio.

In Summary

Good Personalization not only has the power to add significantly to the topline at a very high ROI, but it's also valuable to drive customer happiness while reducing the burden of discounting. It, however, requires several moving parts to come together and a set of interlocking tech systems to function well together. Our mission is to help brands make the most of their Personalization initiatives, and we hope you found this helpful document.

Glossary

ABV	Average Bill Value - Same as ATV
ATV	Average Transaction Value - total revenue divided by number of transactions
CG	Control Group - a set of customers (typically 5% or 10%) who are held out from campaigns. The % conversion from the CG forms the baseline for Lift calculations.
CLM	Customer Lifecycle Management - used to describe the kinds of triggers that are auto, programmatic, sent based on customer lifecycle. Usually very targrted.
Conversion	A transaction done by a Targeted customer within the response window
Coverage	Number of customers being targeted for a campaign or trigger
Coverage %	% of the total customer base being targeted for a campaign or trigger
FTR	First-to-Repeat, Newly acquired customers who are yet to do a second transaction
GTM	Go to Market - used to describe the kinds of campaigns that are mass or sent to large segments, which are a marketing push. Large offers, festive campaigns, Sales etc.
Incremental Bills	Uplift in number of transactions on account of the targeting. Product of difference in TG and CG Conversion % and the Delivered Base
Incremental Revenue	The uplift in revenue on account of the targeting. Product of difference in TG and CG Conversion %, the Delivered base, and the Average Transaction Value.
Lift	An uplift in conversion in the TG as compared to the CG which leads to an estimate of Incremental Revenue. Often used interchangeably with Incremental Revenue.
Outreach	A message sent to a customer, usually refers to a Delivered thorugh a Push medium like SMS/ WhatsApp/ Email. Would usually refer to a Delivered message.
Recency	The number of days since the last transaction of the customer
Reco	Recommendation. Typically used to categorize a campaign as one that includes a Recommendation.
Repeat	A "next" transaction by a customer. May be 1 to 2 or N to N+1. See NTR (New to Repeat) and IYR (In Year Repeat)
Retained	A customer who's not new - someone who's done a transaction in the year or month, which is not the first transaction
ROAS	Return on Ad Spend – typically the incremental revenue divided by the spend on communication.
ROI x	What is the ROI multiple in terms of Incremental Revenue vs. Cost Cost is typically a sum of messaging and Platform/ Services
TG	Target Group - set of customers targeted in campaigns
Winback %	Of all the customers who were tagged as Lapsed (or deep lapsed) at the start of the FY, how many have been won back during this FY
Yield	Total Incremental revenue divided by number of Outreaches. Indicates how well a trigger works, higher Yield equals higher ROI. Yield is not sensitive to Cost of messaging.

About Robosoft

Robosoft Technologies is a digital-led business transformation partner for enterprises. Our vision is to Simplify Lives by making digital simple. We offer Digital Consulting, Customer Experience Design, Product and Platform Engineering, Data Science and Analytics, Enterprise Applications Implementation, and Cybersecurity Services.

The delightful, intuitive digital experience we craft helps enterprises offer great customer experiences and drive brand preference. We have partnered with several prestigious brands in various industries and crafted over 2000 digital experiences, with our apps garnering over a billion downloads.

We are present in the US, Europe, Japan, and India, with 11 offices across the globe. Our team of 1200+ has talent in product management, software development, UI/UX design, Analytics, and more.

About SOLUS

SOLUS AI is a System of Intelligence for Hyper Personalization that empowers brands to drive revenue from their existing customer base. We use Machine Learning to help companies understand their customers better, predict their needs, and deliver personalized experiences at scale.

Our platform is built on four core pillars: Recommender Systems, Predictive scores, Smart Campaigns, and Customer Insights. Brands use SOLUS AI in various industries, including retail, e-commerce, QSR, BFSI, etc. We are present in Mumbai, Singapore, and Dallas.

Partnership

Robosoft and SOLUS AI have partnered to help brands achieve Hyper Personalization at scale. Personalization at scale is a goal that most customer-centric brands are chasing, but find hard to achieve. The complexity is sometimes in the fact that a platform alone cannot deliver to potential, while neither can services and consulting in without a platform. The combined strengths of a platform such as SOLUS and the Digital, Design and Anlaytics capabilities of Robosoft together truly help brands achieve the personalization goal.

If you're ready to embark on your own digital transformation journey or have any questions, reach out to us at

✉ | services@robosoftin.com

At home around the world

USA: Austin | Los Angeles | Miami | New York | San Francisco

Europe: London

Asia: Bangalore | Mumbai | Pune | Tokyo | Udupi

Robosoft Technologies®
EMOTION ENGINEERING & DESIGN

SOLUS