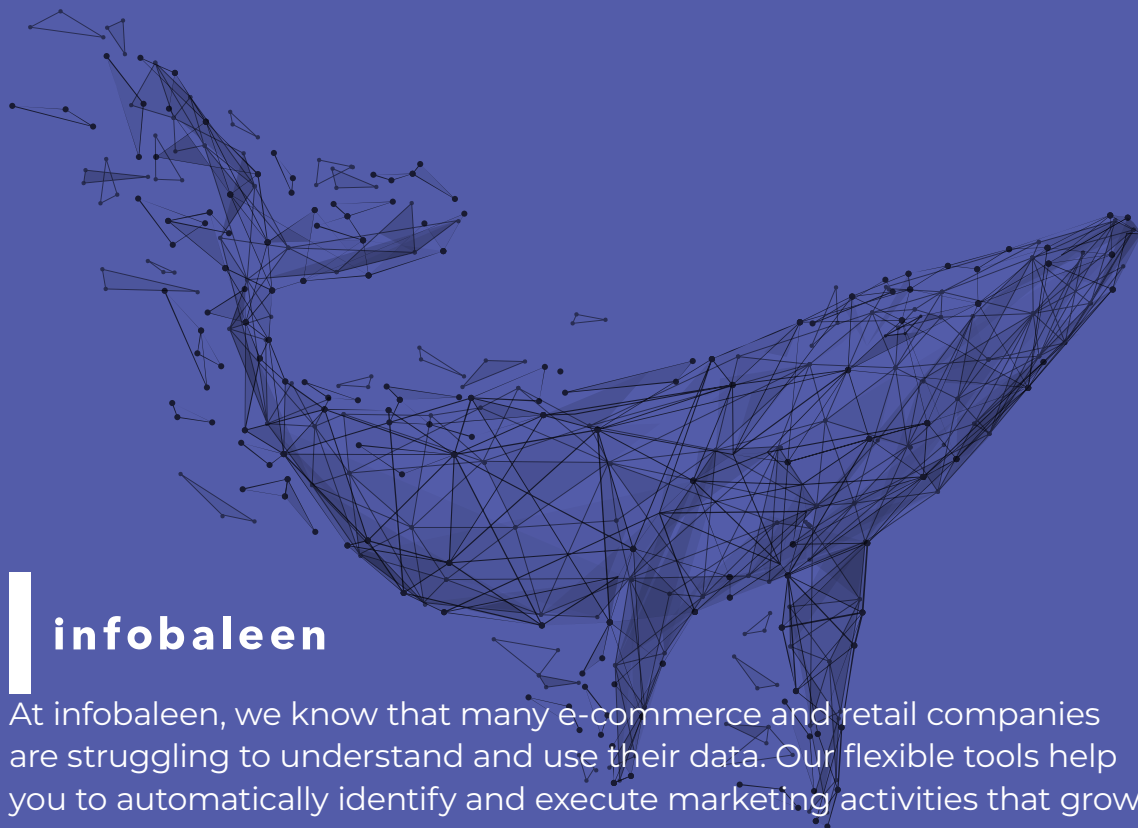


11 STEPS FROM WASTING DATA TO DATA-DRIVEN MARKETING AUTOMATION THAT GENERATES GROWTH



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At infobaleen, we know that many e-commerce and retail companies are struggling to understand and use their data. Our flexible tools help you to automatically identify and execute marketing activities that grow your business and save hours from your workday.

Congratulations!

You have decided to become a data-driven pro.

Data is supposed to help you but you have felt overwhelmed. Let's change that. There is a lot at stake. You will understand your customers, improve your segmentations, and be able to provide personalized recommendations. You will save time and grow your business.

So how far are you on your journey to become a data-driven pro?

01. Decided to become a data-driven pro.

Do you know the value of the information in your data and how it changes over time?

02. Do you automatically collect relevant data about your customers and their behaviour?

03. Do you clean, sync, and interpret your data to identify insights for optimized activities?

04. Have you eliminated wasteful exports and imports between different software?

Do you capitalize on your data based on your customer insights?

05. Do you send personalized recommendations to your customers?

06. Do you optimize your audiences for your targeted campaigns?

07. Do you validate the performance of your campaigns with A/B testing?

Do you automate your data-driven activities to grow your business?

- 08. Do your personalized recommendations adapt to what you want to achieve?
- 09. Do you let your data help you select products with the highest sales probabilities?
- 10. Do you automatically track your different campaign audiences' lifetime value over time?
- 11. Do you automatically sync your customer segments to reach your target audiences through email, SMS, Facebook, and other channels?

Did you check all boxes? Congratulations – you are a data-driven marketing pro.

If you did not check all boxes, we would like to help you on your journey to becoming a data-driven marketing pro. Book a free demo to understand how we can help you acquire new skills, be more productive, and exceed your goals.

[BOOK A FREE DEMO](#)

Next, we explain how we help you understand the value of your data through a risk-free proof-of-concept project.

PROOF OF CONCEPT

AI-TARGETING

AI-PROSPECTING



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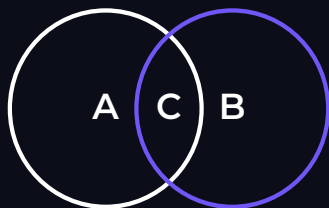
Proof of concept | AI-Targeting

AI-Targeting increases your campaign conversion rates by identifying optimal combinations of products and customers.

Objective

Measure the value generated from automatically selected audiences among existing customers for selected products and compare with your selected audiences.

The POC will contain three audiences:



A = Audience selected by you
B = Audience selected by Infobaleen
C = Customers in both A and B

For each audience, Infobaleen measures the number of customers that purchased the promoted products.

Step-by-step guide

- Step 1:** Infobaleen syncs your transaction data to our platform and creates a machine learning model.
- Step 2:** You select the products you want to promote and a target audience that is at most a third of the total subscriber base.
- Step 3:** Infobaleen selects an equally-sized target audience for the same product.
- Step 4:** You upload the audiences in your marketing-tool and target them with identical campaigns.
- Step 5:** A week later, Infobaleen measures how many unique customers that purchased the promoted products in the different audiences. We organize a workshop where we analyze the results and measure the added value.

Proof of concept | AI-Prospecting

AI-Prospecting cuts your acquisition costs by identifying optimal lookalike audiences.

Objective

Measure how efficiently Infobaleen can target prospects on Facebook compared with other methods.

The POC will contain three audiences:



A = Audience selected by you
B = Audience selected by Infobaleen

For each audience, Infobaleen measures the performance in terms of CPC, CPO, and CPA.

Step-by-step guide

Step 1: Infobaleen syncs your transaction data to our platform and creates a machine learning model.

Step 2: You select the products you want to promote.

Step 3: Infobaleen selects an audience and you upload it to your ad account on Facebook.

Step 4: You create a Facebook campaign using two audiences: Your selected audience and the audience selected by Infobaleen.

Step 5: A week after the campaign start, we compare CPC, CPA, and CPO for the different audiences. We organize a workshop where we analyze the results and measure the added value.