

PROOF OF CONCEPT

AI-TARGETING

AI-PROSPECTING

DATA SYNC



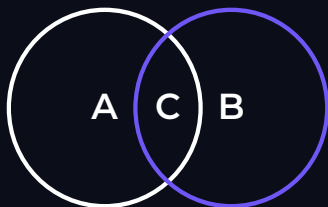
Proof of concept | AI-Targeting

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 manually 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 product.

Step-by-step guide

Step 1: Infobaleen syncs your transaction data.

Step 2: You select a product 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 email-marketing or SMS tool.

Step 5: Seven days after sending, Infobaleen measures how many unique customers that purchased the promoted product in the different audiences.

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.

Step 2: You select a product you want to promote.

Step 3: Infobaleen uploads a list of customers to use as a lookalike audience on 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: Three to seven days after the campaign start, we compare CPC, CPA, and CPO for the different audiences.

Proof of concept | Data sync

We have put a lot of effort into making it easy for you to sync your data.

For the proof of concept, we need transaction data in the following format:

- interaction data including id, user, item, timestamp
- item data including at least item, name.
If available, imageLink, brand, category, etc.
- user data including at least user. If available, age, gender, city, etc.

We sync the data to the Infobaleen platform with our sync agent, which connects to your SQL database or filesystem with CSV-like files. We also offer automatic integrations with Voyado and Rule Communications.

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