



Promotions Optimization Model (Recency, Frequency, Monetary)



"The solution provided by Raken quickly delivered relevant customer insights, enabling us to design more effective campaigns." -CMO

CHALLENGE

- Improve frequency & spend among 1M+ loyalty program customers



Interface with mailing system

5 YEARS OF INTERNAL
AND EXTERNAL DATA

Producto para el diseño de campañas
Plataforma analítica (Snowflake & Dataiku)



RESULTS

18% PROMO LIFT
96% Forecast Accuracy