

Promotions Optimization Model (Recency, Frequency, Monetary)



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

CHALLENGE

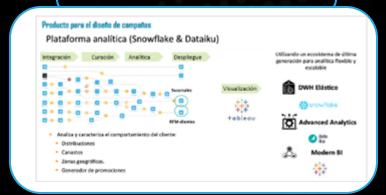
 Improve frequency & spend among 1M+ loyalty program customers





Interface with mailing system

5 YEARS OF INTERNAL AND EXTERNAL DATA



RESULTS

18% PROMO LIFT 96% Forecast Accuracy