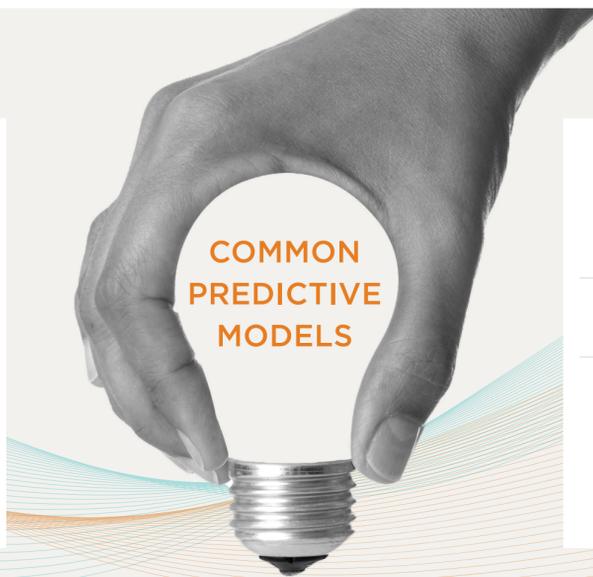


THE POWER OF MACHINE LEARNING

WHAT CAN AI DO FOR YOU?

DRIVE YOUR BOTTOM LINE: TURN ONE-TIME BUYERS INTO REPEAT CUSTOMERS

- Machine learning predictive models help brands attract, retain and grow their most profitable customers through hidden insights and opportunities.
- AI-backed predictive analytics can deliver increased accuracy and reliability. Additionally, AI can automate and streamline workflows, providing faster and more actionable results.



- Product Recommendation
- Campaign Response
- Customer Segmentation
- Reactivation

- CLTV (Customer Lifetime Value)
- Media Mix Modeling
- Customer Acquisition and/or Retention

HOW IT WORKS: AI MODELING STRATEGY PROCESS



CAUTION! LOOK OUT FOR THESE COMMON ISSUES

The right partner can help you avoid potential hazards

- Data prep and quality
- Technical or organizational barriers
- Choosing the right business case
- Taking the wrong action



SUCCESS THAT DRIVES YOUR BUSINESS GROWTH

Deliver the **right message** at the **right time** with the **right media** while **prioritizing privacy**.



Visit [insights on Vericast.com](https://www.vericast.com) to learn how your retail brand can leverage the power of first-party data to drive customer acquisition and retention.