The Challenge
A subscription publisher sought to maximize conversions to paid subscriptions using predictive analytics and segmentation tools in their CDP platform. The off-the-shelf segmentation modeling had maxed out, and the publisher turned to Actable’s Segment Accelerator to find incremental performance gains.

Solution
• Actable analyzed subscriber data and isolated users with high likelihood to purchase, based on predictive signals that required a deep understanding of their business:
  • Engagement with specific email lists
  • Engagement with specific authors
  • Content affinity driven by NLP
  • Behavior scoring
• Actable developed a custom algorithmic model, scoring new users based on the signals above
• Actable deployed the audience in the client CDP with activations via email and site-side personalization and built a report to view results in Google Analytics

Results
• Over a 15-day period, Actable’s Segment Accelerator outperformed baseline site visitor conversion rate by 260%, and outperforms “out-of-box” CDP conversion algorithm by 42%

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