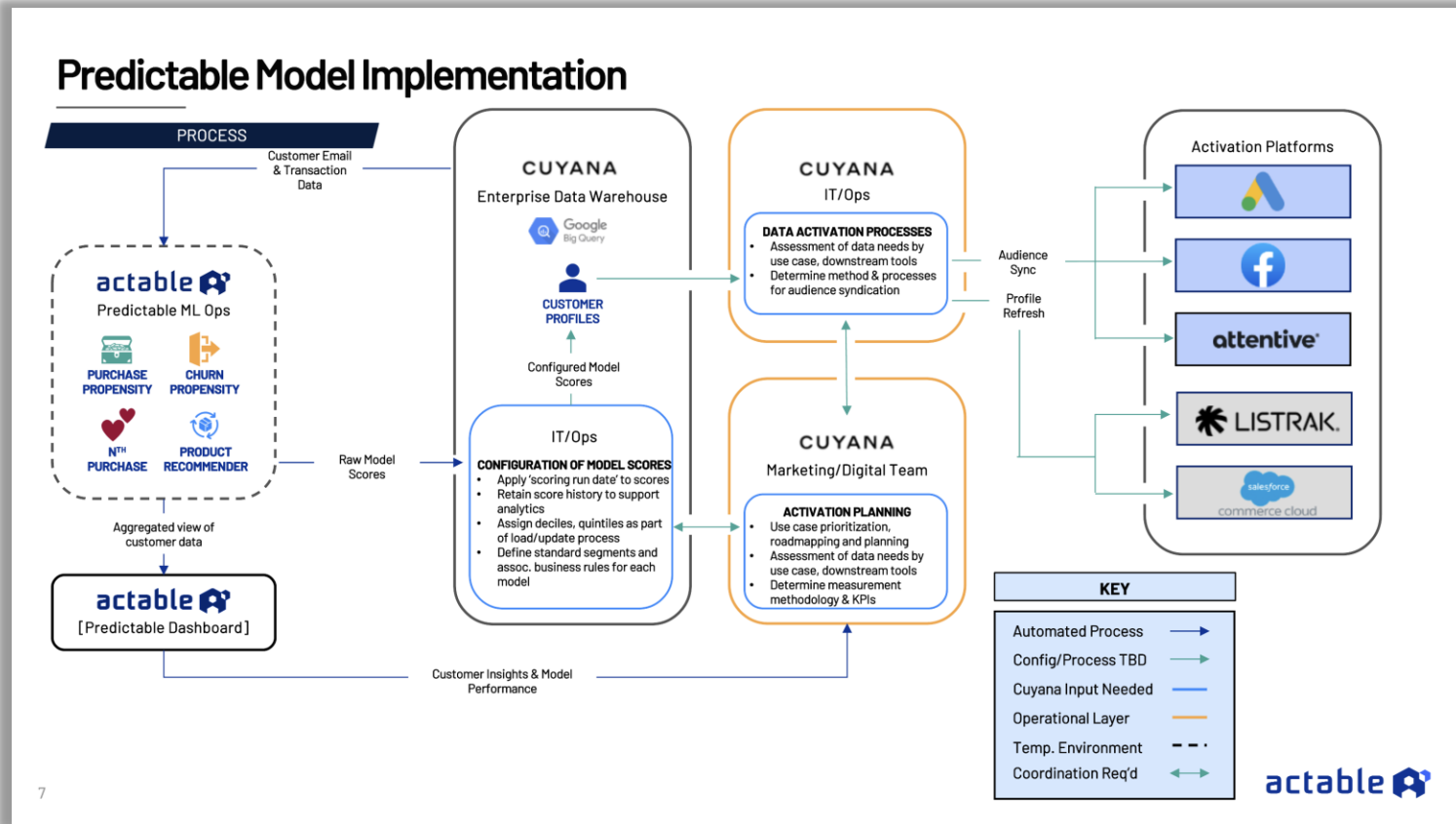


# Unlocking 1st Party Data with AI Driven Segmentation



## Challenge

Cuyana needed help activating their first-party data to enhance segmentation for prospecting efforts through paid media. To overcome these challenges, they leveraged Actable's product, Predictable, a suite of predictive AI models built on the Google Cloud Platform, to unlock their 1st party data, enabling profile enrichment and improved analytics capabilities.

## Solution

Predictable's AI Models, built on the Google Cloud Platform, enhanced Cuyana's analytics and activation. Predictable facilitated the data processing, transformation, model training, and audience syndication for an efficient implementation. The pre-built BigQuery integration published daily predictive scores to Cuyana's data warehouse, creating Custom Audiences for paid media activation.

## Results

With the power of Predictable's AI Models, Cuyana was delivered over 37 million records scored, further enriching user profiles for enhanced segmentation of potential customers. The swift activation of segments empowered data-driven marketing decisions, enhancing their analytics capabilities. Predictable helped Cuyana to streamline customer segmentation and expedite decisioning.