



GRADIE

"Prior to search for new clients, try to turn that one-time buyer into a lifetime customer"

Carl Sewell, "Customers for life"

GRADIE

1 WHO ARE YOU?

PROBLEM 2

3 SOLUTION

NEXT STEPS 4

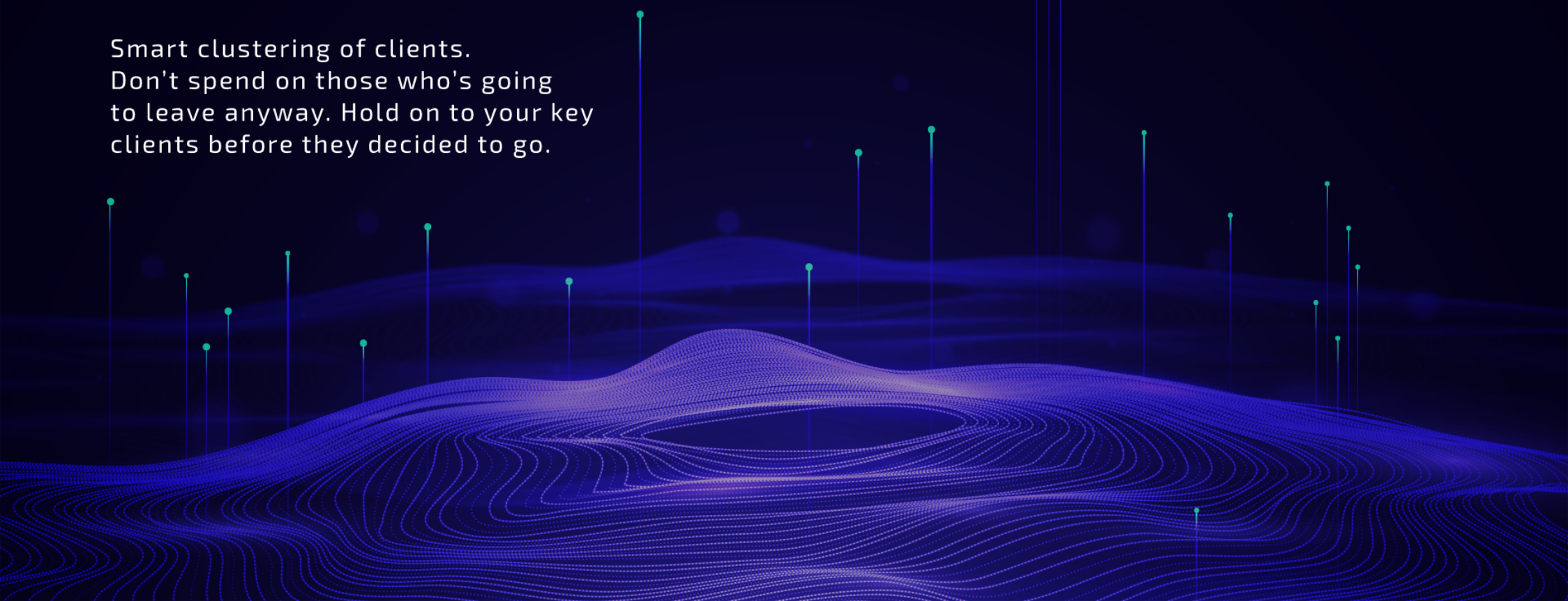
AI BEHAVIOR ANALYTIC TOOL

Smart clustering of clients.
Don't spend on those who's going
to leave anyway. Hold on to your key
clients before they decided to go.

X3 REVENUE

X2 LTV

30% CHURN RATE DECREASE



TEAM



ML DATA SCIENCE ENGINEER

MIT PhD
and substantial expertise



PRODUCT

ex CPO
worldwide fintech holding

80% PNL FROM 10% OF CLIENTS

And we know exactly who they are even
before they make a deposit

PROBLEM

Problem

Absence of personalization

1 Business has no understanding of customer's spending potential

1st month

2 Business incurred expenses on user acquisition and customer service

2nd month

3 No information that the customer is about to leave

Low ROI

Financial potential of the client is unrevealed

END user dead

Became a user

spent \$100

spent \$100

spent another 100, then left

Trying to bring back the customer who has ALREADY made up his mind to leave, spending money

Business's money is spent

with GRADIE

Problem

Absence of personalization

1 Model has determined the customer's LTV based on first actions with the product

Offered him an additional product (upselling)

2 The model determines that the customer may leave in a week

infinite money pool

1st month

2nd month

3rd month

Became a user

We are aware that they can spend \$1000

spent \$100

Assigned him a personal manager

spent \$1000

Give him a personalized offer BEFORE he leaves

spends + \$1000



SUMMARY

The implication of inaction

**In the long run,
the retention rate falls,
the customer acquisition
cost goes up**

- > the advertising budgets
inflate
- > ROI falls

**Revenue shortfall
in the short run**

from users who could
have spent \$1000,
but were not given
the proper customer
service or retained

**Within Gradie
2 months spent 100**

**In the first case
the life span
was 1 month**

**Will give a more
precise understanding
of the key customers**

and let you identify
them after their first
interaction with
the product

**Will yield
a personalized approach
to every customer**

- > will reduce the churn rate
- > will grow LTV
- > will grow ROI

**With us the client
spend was 1100**

**The life span with us
3+ months**

with **GRADIE**

DESCRIPTION



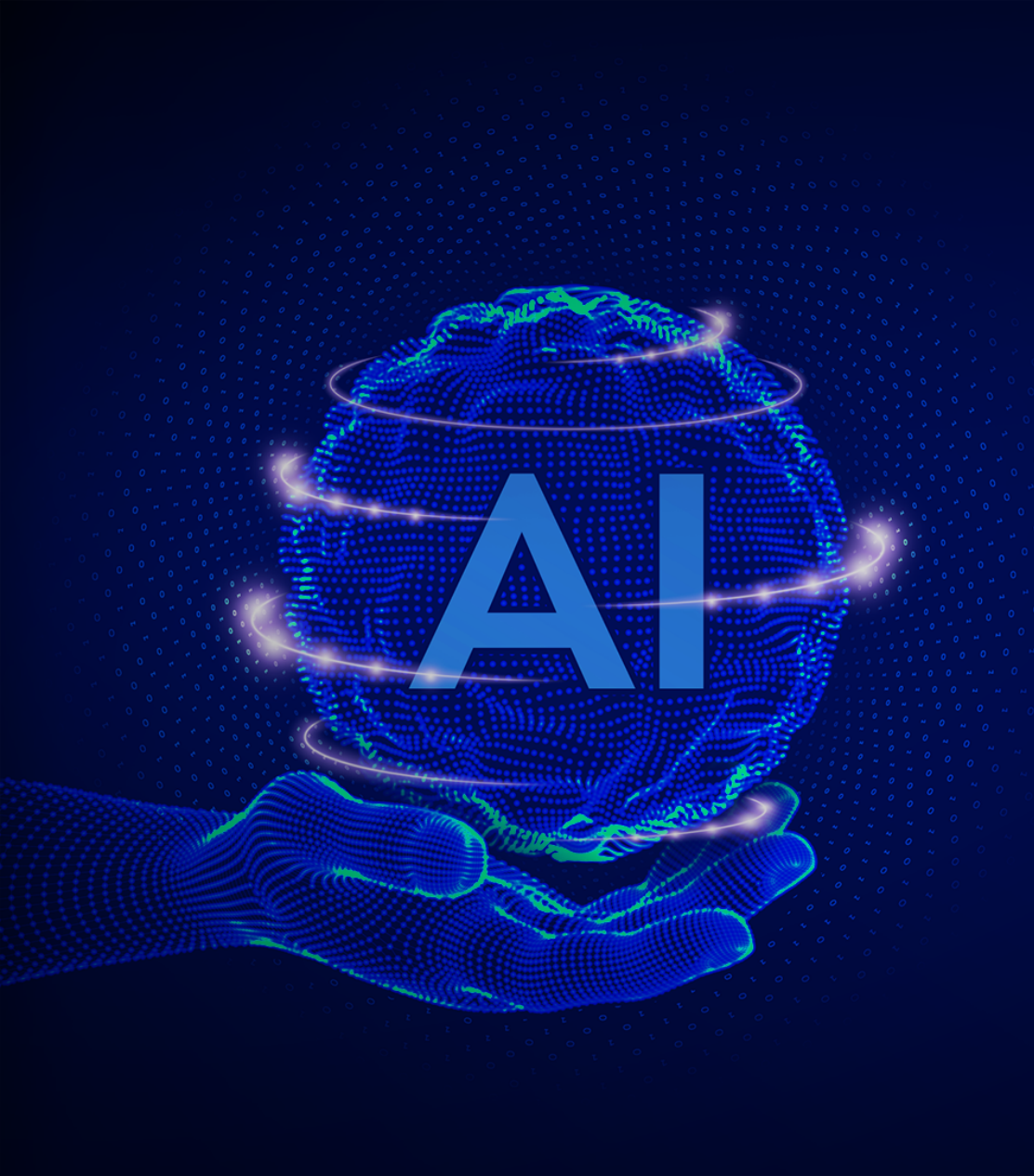
AI model knows more about users than they do about themselves.

After first five interactions with the product and statistical feedback the model predicts when they can leave. It also shows what, when and through what communication channel should be offered so that they would spend the maximum amount.

The model clusters users according to their behavior and immediately highlights those, who are not worth the time and money, who're bound to leave anyway.

The model will highlight the segments of users who are willing to pay much.

It will signal the departure of key users in real time, if their behavior will be pointing that way. Such users can be retained well before they decide to go.



USE CASES IN VARIOUS CAMPAIGNS

PREDICTION

The model which predicted traders' churn rate a week before their intended departure from the platform boosted ltv by 30% just through sending an email.

The prediction accuracy was 93%

EMAIL/PUSH OPTIMISATION

Personalization boosts x2 open rate and x5 email revenue from segmented campaigns.

FURTHER STEPS IN OUR COLLABORATION

1

We sign the NDA,

you export customer interaction data from your product, we make the free setup + zero clustering

2

Break down user segments

according to their behavior

3

Present the experimental model

of what would have been, have we retained those users beforehand

4

Finetune acceptable churn bounds

and model the actual retention experiment

5

Get the statistically significant changes

sign the contract and roll out the online production-ready iteration of the algorithm