

## Schema >> *n-telligence*™

### RFM, MMM and Legacy Analytics Solutions

#### Overview

One of the promises of recent advances in AI has been the opportunity to improve results from more traditional forms of marketing analytics. ***n-telligence*™** is our platform for modernizing common analytics approaches. For example, RFM analysis that segments customers based on Recency, Frequency, and Monetary Value, is simple, intuitive, and objective, but can ignore purchasing and category context. We deploy ML algorithms to incorporate additional dimensions like consistency that increase the precision and actionability of the resulting groupings, and we build a knowledge base of recommended actions that are specific and intuitive. Marketing Mix Modeling (MMM), which seeks to scientifically allocate media budgets across channels, is another analytic approach that benefits from the application of AI/ML. Improvements available today for these techniques and others will help you optimize your marketing efforts,, aligning against ever-changing objectives and marketplace conditions.

#### Measurable Outcomes

- Higher Campaign Response Rates/Engagement
- Increased Customer Lifetime Value (CLTV)
- Improved Marketing RO

*Listed outcomes are representative only, and specific outcomes this Schema™ will address may vary depending on your industry, target audience, and business goals.*



#### Derived Benefits

- **Improved Customer Segmentation:** More accurate and actionable customer groupings for targeted marketing campaigns.
- **Optimized Customer Retention:** Increased customer loyalty and reduced churn through tailored retention strategies.
- **Enhanced Customer Lifetime Value:** Increased customer spending and profitability through effective segmentation and targeting.
- **Increased Marketing Efficiency:** Improved ROI on marketing campaigns through targeted customer segments.
- **Accelerated Customer Acquisition:** More effective identification and targeting of high-value prospects.

#### Foundational Approach

1. Analytic Design
2. Data Sourcing and Hygiene
3. Exploratory Data Analysis, Variable Creation
4. Analytic Procedure: Utilize ML or appropriate analytic techniques to achieve analytic objectives
5. Develop Action Plans
6. Deploy and Optimize

*To learn more about our comprehensive suite of solutions, visit [nventiv.ai/contact-us](http://nventiv.ai/contact-us)*