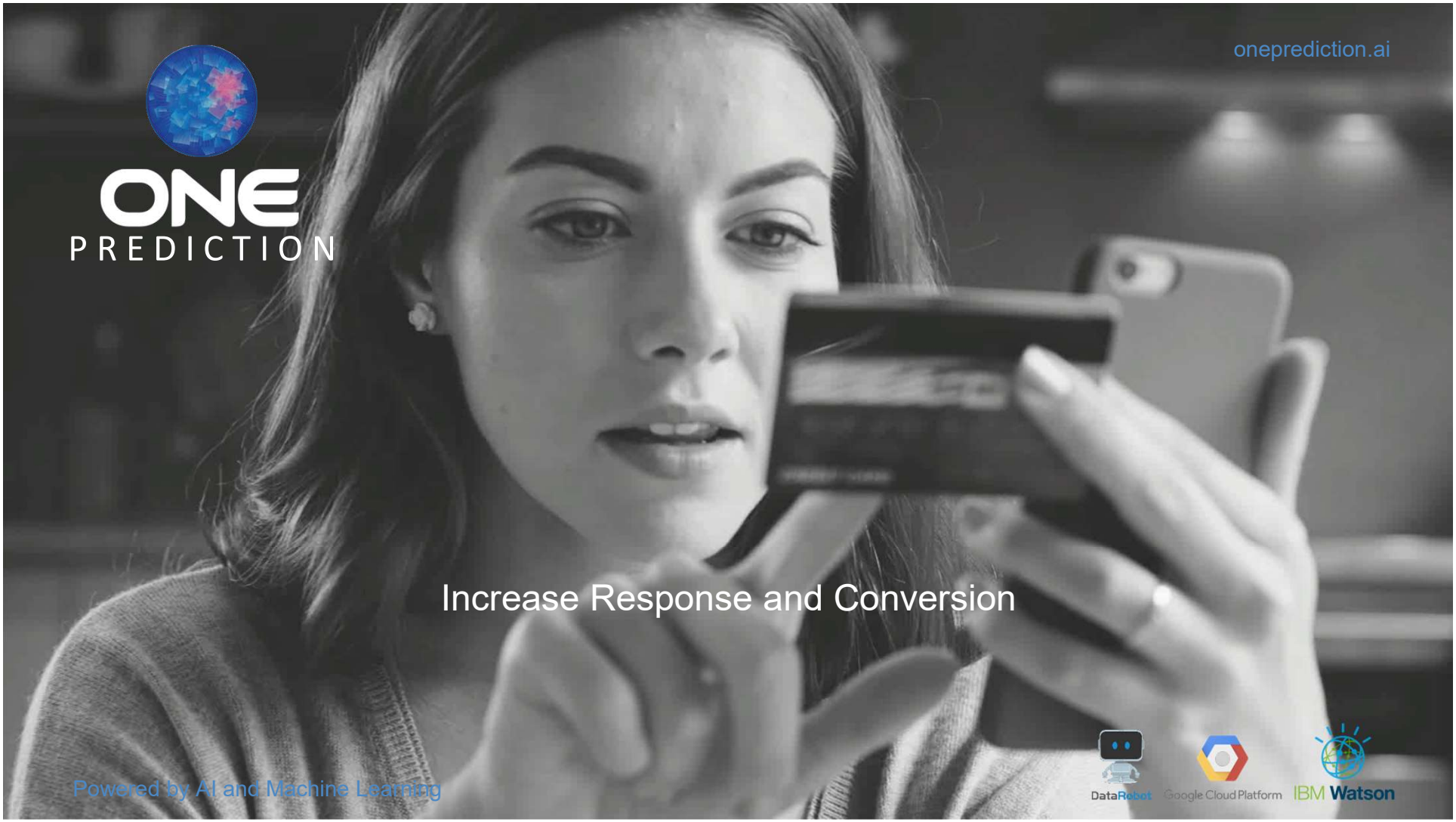
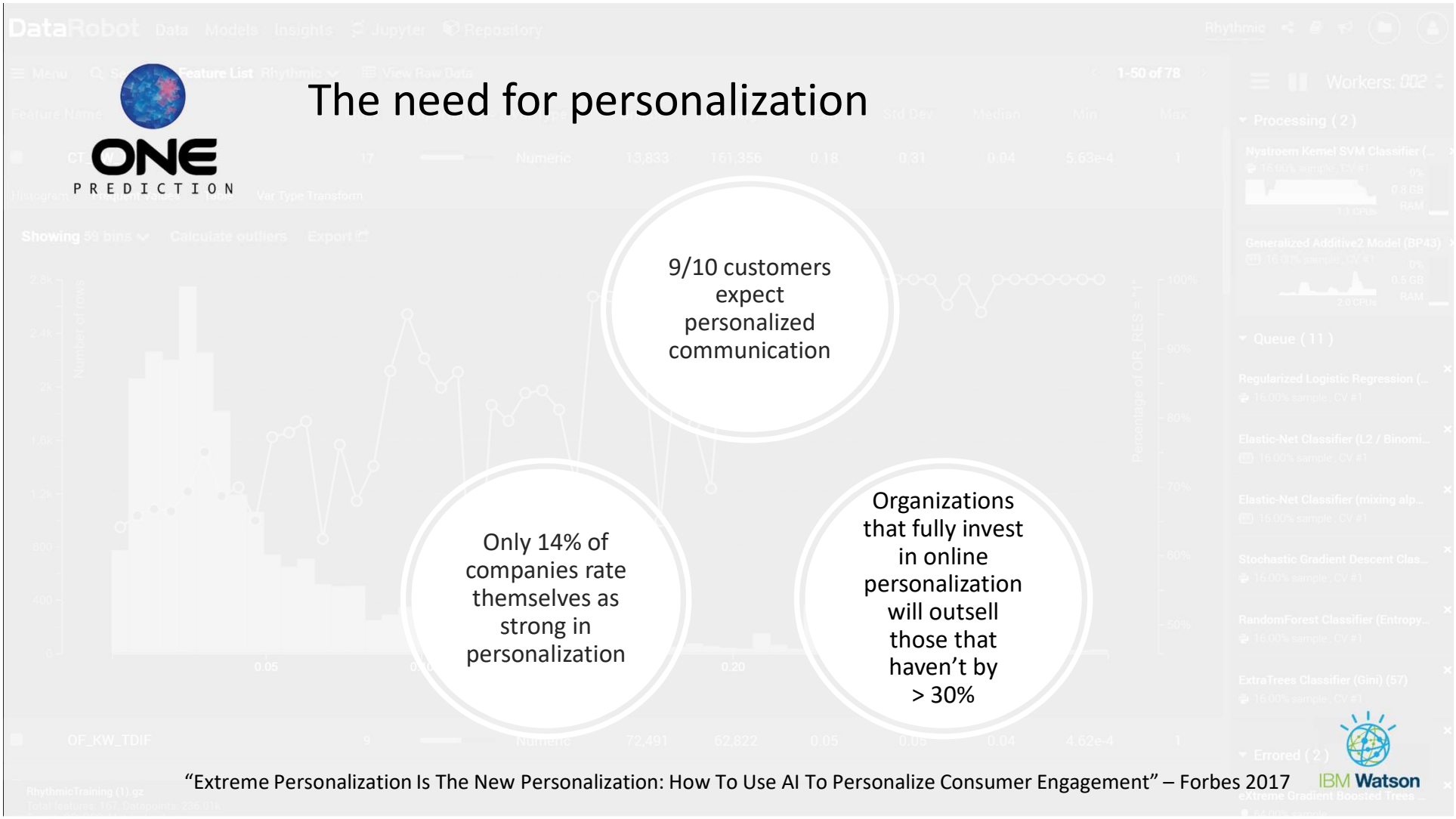

ONE
PREDICTION
oneprediction.ai
Increase Response and Conversion
Powered by AI and Machine Learning
DataRobot
Google Cloud Platform
IBM Watson

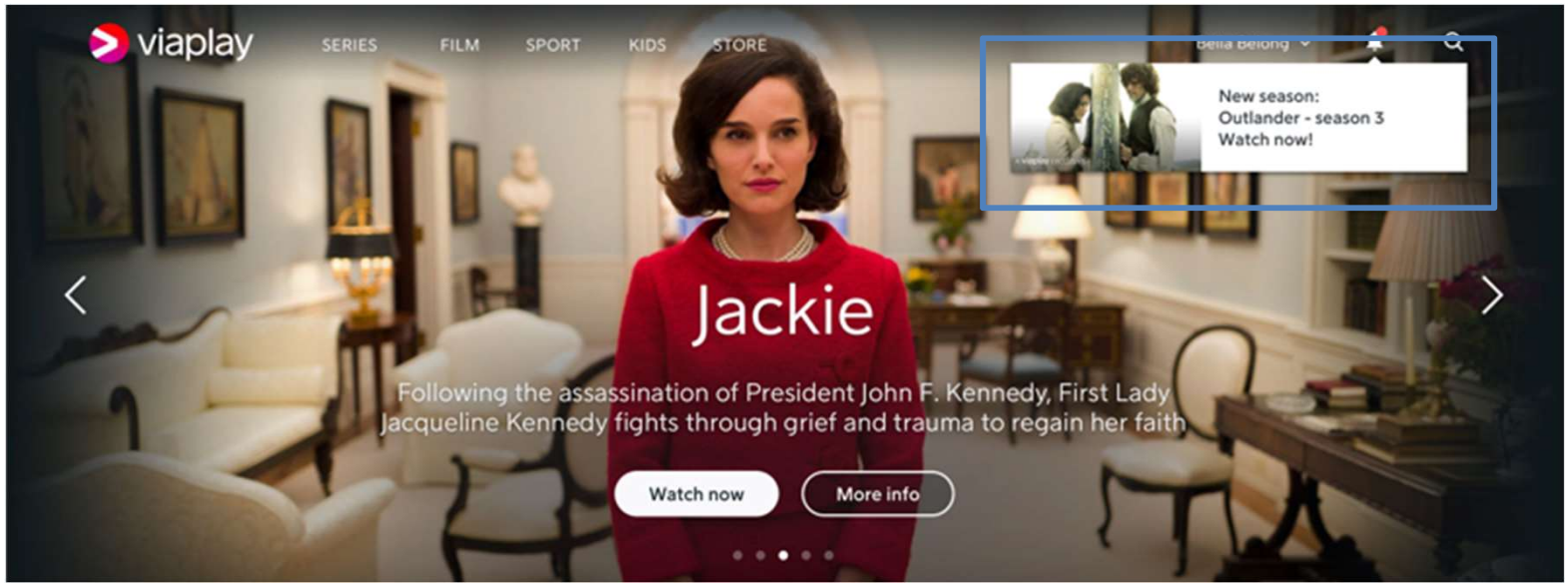

Make more relevant communication happen,
in an ever-changing world of data and technology.


L'EASY
AP Pension
Aller
VIASAT
BØRNEfonden
djøf
Falck
Telia
TDC
Tryg
viaplay
PenSam
Kræftens Bekæmpelse
K3NC2R1 HUS4T
DR
FOLKEKIRKENS NØDHJÆLP
actalliance
XL BYG
GØR DET ORDENTLIGT
LB Forsikring
autobutler


ONE
PREDICTION
The need for personalization
9/10 customers expect personalized communication
Only 14% of companies rate themselves as strong in personalization
Organizations that fully invest in online personalization will outsell those that haven't by > 30%
"Extreme Personalization Is The New Personalization: How To Use AI To Personalize Consumer Engagement" – Forbes 2017
IBM Watson

The Beginning

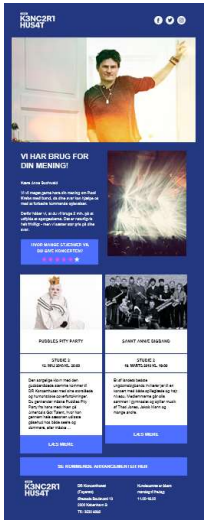
- Find out how AI and Machine Learning could help our Customers to move to the next level of Marketing Automation
- Pilot Project with DR Koncerthuset



“In Product Communication” for the series “Outlander”

Segmented flows today

Genre specific communication based on transactions and Customer profile



ONE PREDICTION

Issue#1: how to differentiate events?

=

=

IBM Watson

ONE PREDICTION

Issue#2: how to differentiate customers in the same segment?

=

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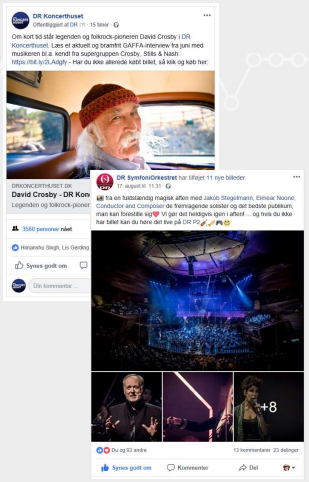
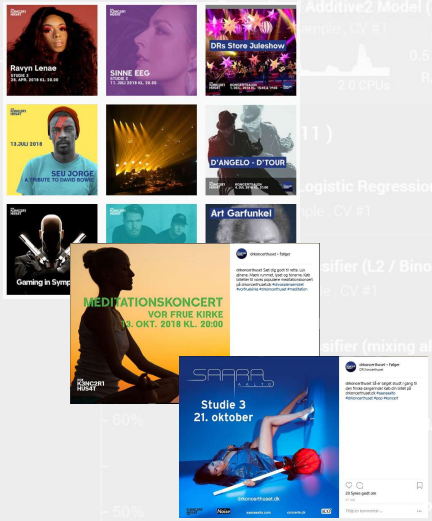
The goal

Web site

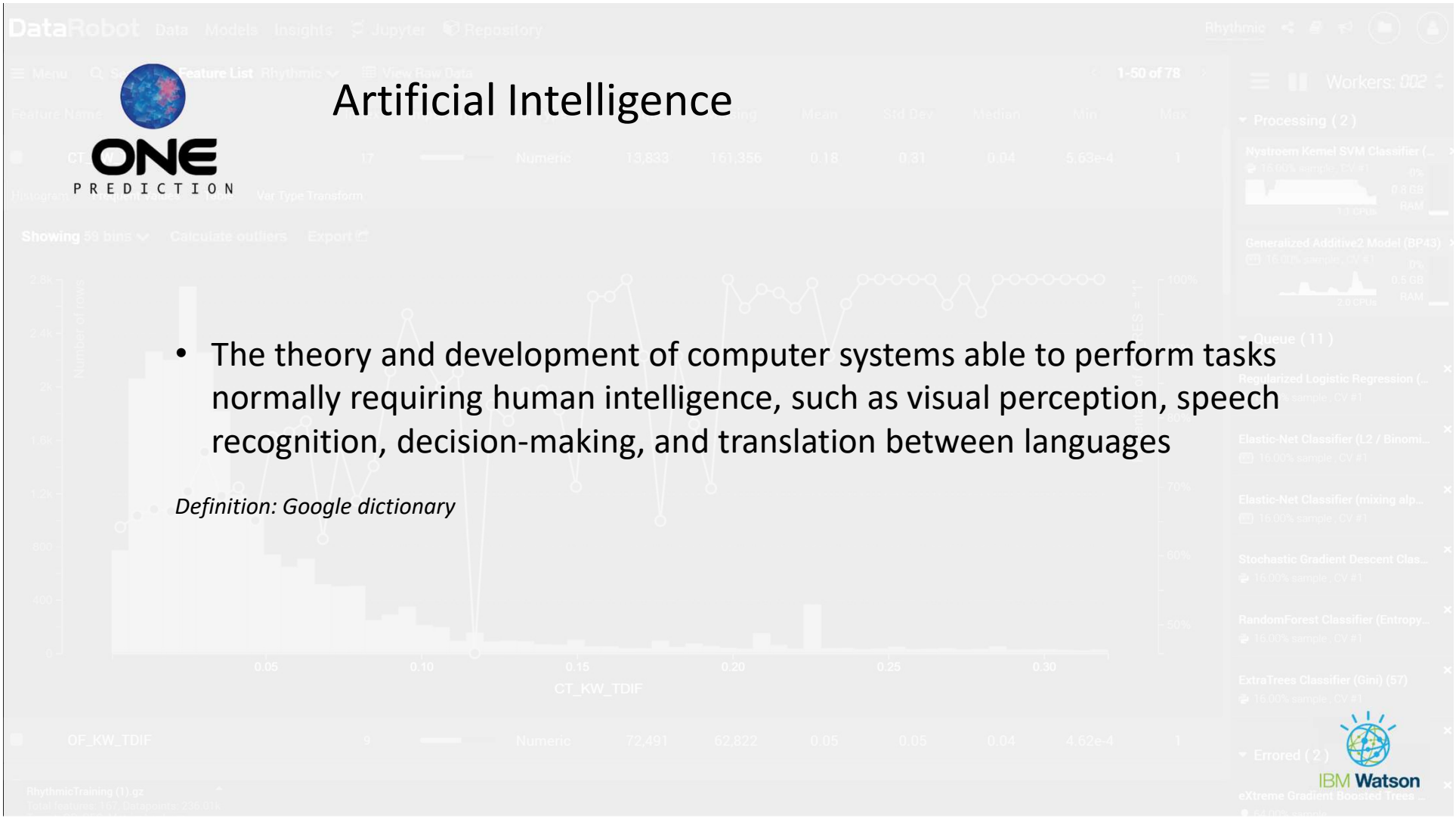
E-mails





SoMe: Facebook and Instagram

IBM Watson



Artificial Intelligence

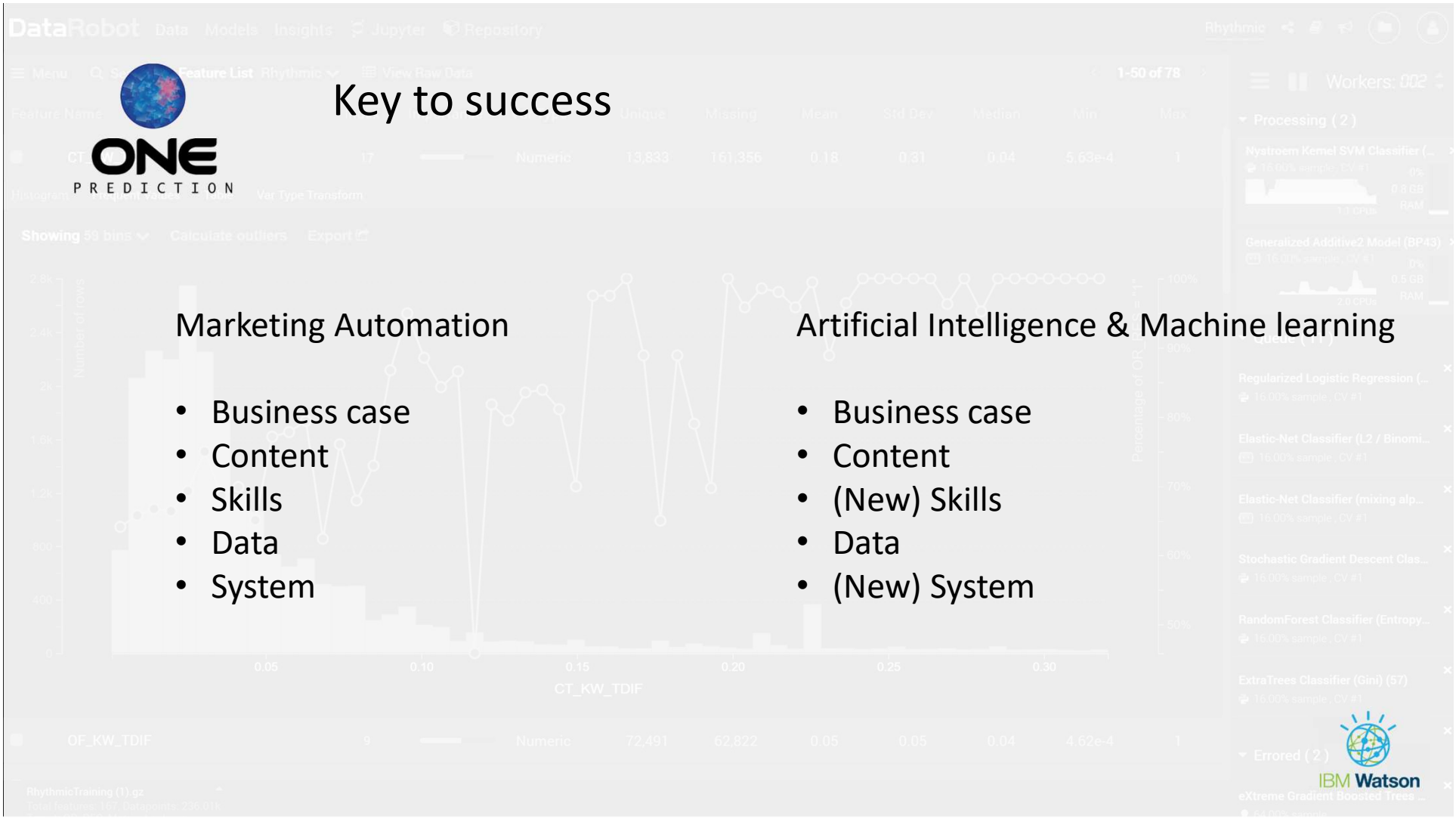
- The theory and development of computer systems able to perform tasks normally requiring human intelligence, such as visual perception, speech recognition, decision-making, and translation between languages

Definition: Google dictionary

Machine learning

- **Machine learning** is a subset of artificial intelligence in the field of computer science that often uses statistical techniques to give computers the ability to "learn" (i.e., progressively improve performance on a specific task) with data, without being explicitly programmed.

Definition: Wikipedia



Key to success

Marketing Automation

- Business case
- Content
- Skills
- Data
- System

Artificial Intelligence & Machine learning

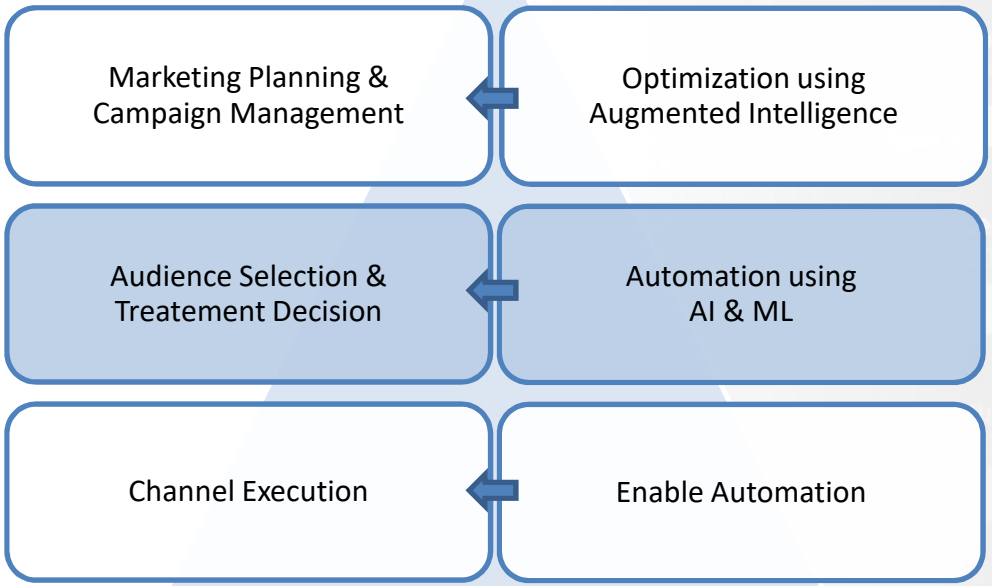
- Business case
- Content
- (New) Skills
- Data
- (New) System

ONE Prediction cloud service

- ONE Prediction enables marketing teams to build and automate advanced prediction models - through AI and machine learning - regardless of data science skill-level, in a fraction of the time and costs that it would take with traditional methods.

ONE PREDICTION

Our focus



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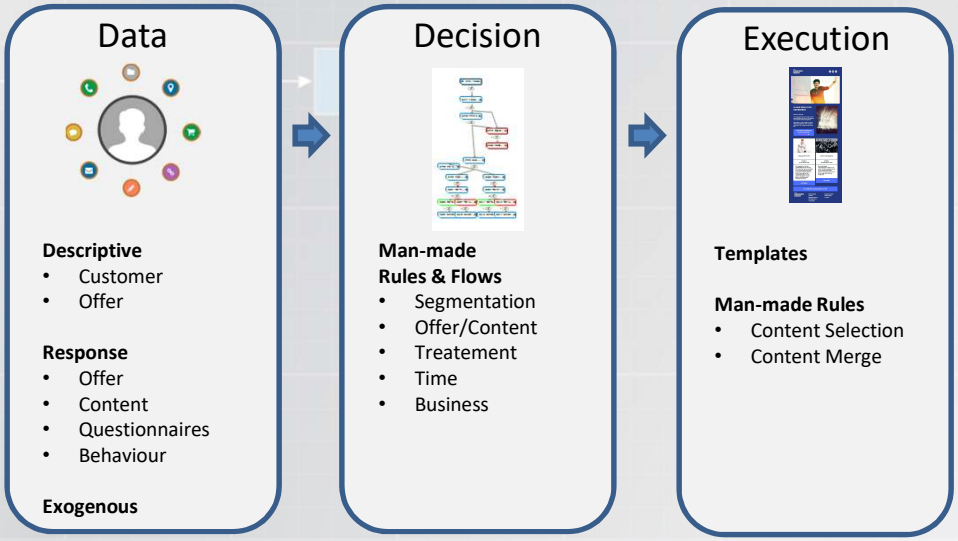
Marketing Automation

How it is done today



Data Science Skills: Necessary
User Complexity: High
Maintenance: Resource demanding
Accuracy: Low

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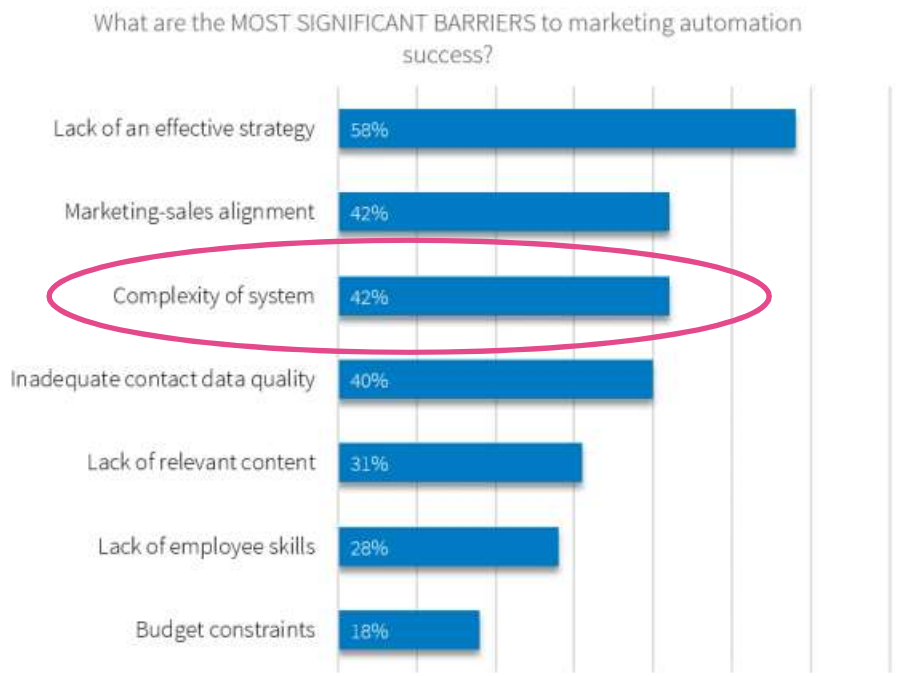
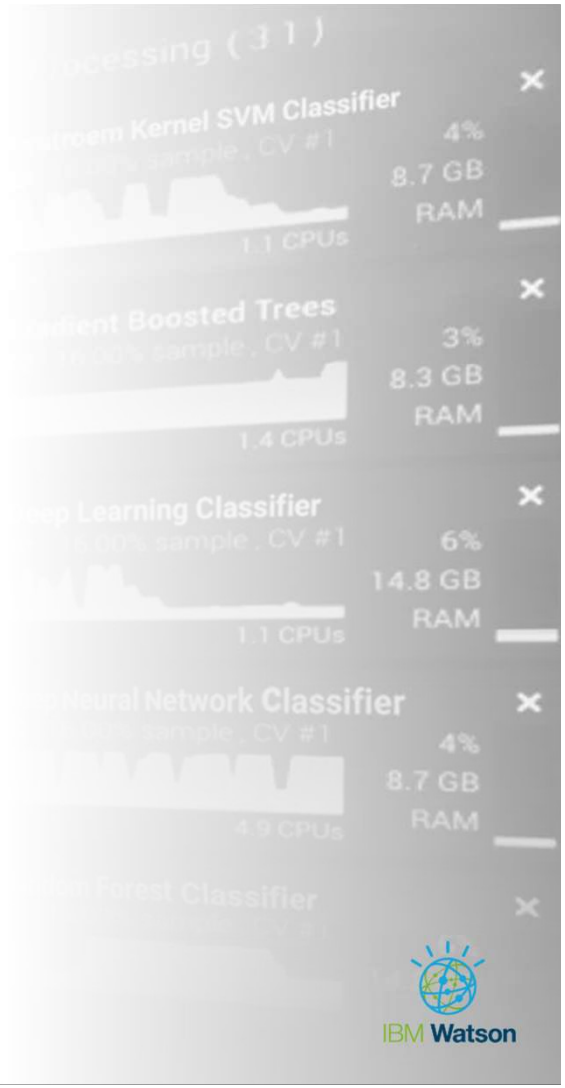
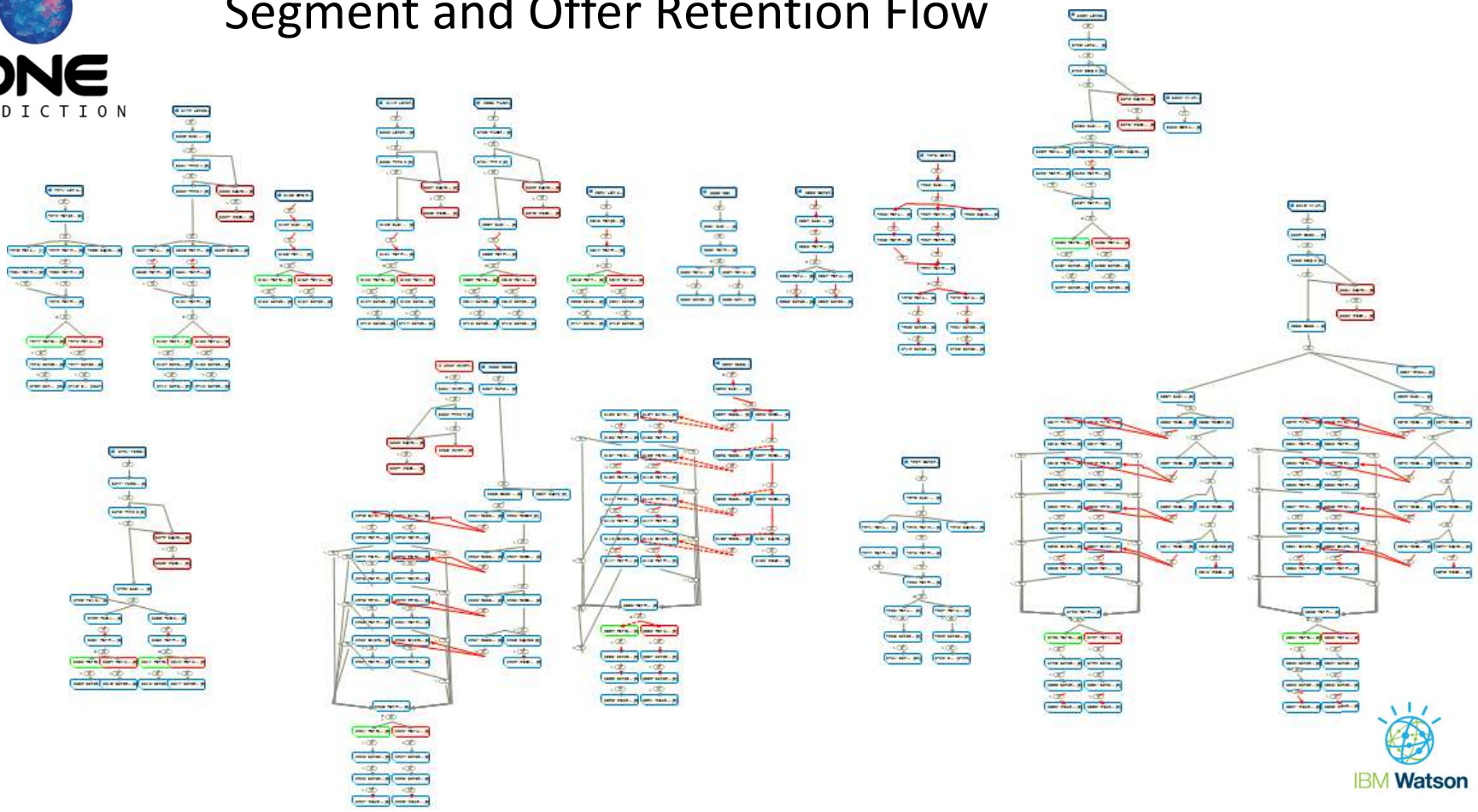


THREE DEEP Marketing Automation Trends Survey, Three Deep and Ascend2, April 2016

This survey was conducted online from a panel of more than 50,000 professionals (88% representing management)



Segment and Offer Retention Flow



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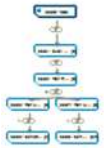
Segment and Offer Retention Flow



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Marketing Automation

How it is done with ONE Prediction

Data

Descriptive
- Customer
- Offer

Response
- Offer
- Content
- Questionnaires
- Behaviour

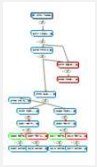
Content Items

Exogenous

Prediction

AI & ML made Models
- Readiness to Engage
- Offer Relevance
- Treatement Impact
- Content Relevance

Decision



Man-made Rules & Flows
- Business

Execution

Templates

Man-made Rules
- Content Merge

Data Science Skills: No need
User Complexity: Low
Maintenance: Automated
Accuracy: High


DR
K3NC2RT
HUS4T
ONE
PREDICTION
ONE
MARKETING

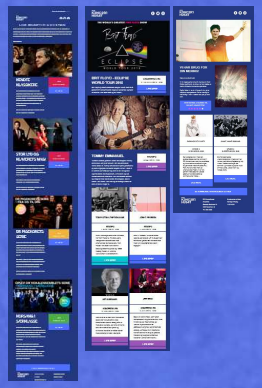
The future – where do we want to go?

Challenge:

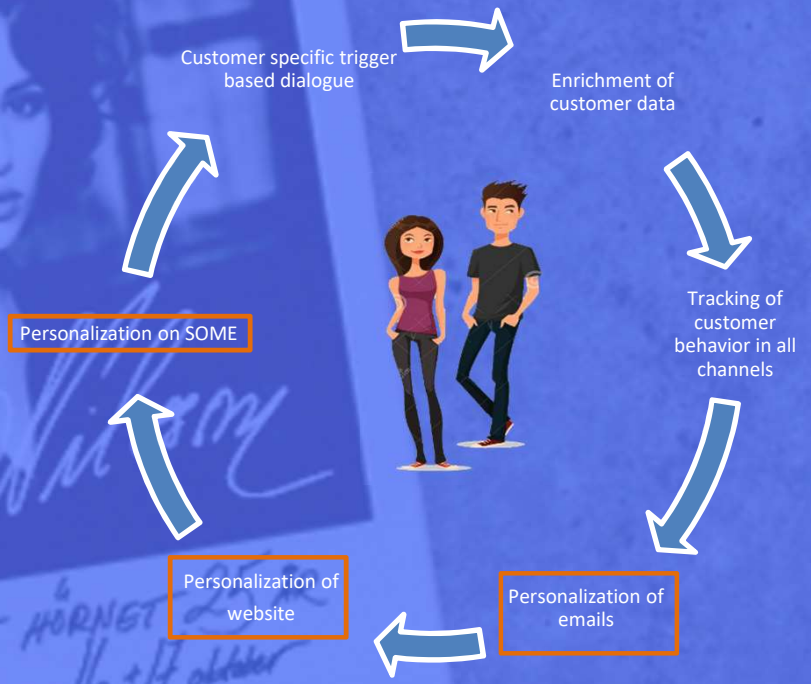
High variation of events and customers

Staying relevant

Keep increasing response and engagement



Personalized communication



Classic Newsletter 20. Aug 2018

#1: 5.351

#1: 1.787

#1: 689

#1: 1.121

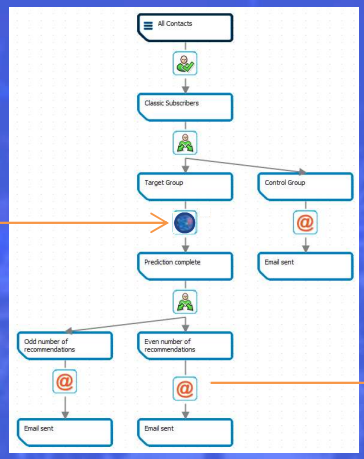
7
Alternative offers

#1: 6.236

#1: 1.525

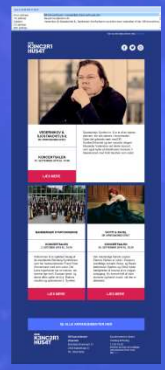
#1: 1.446

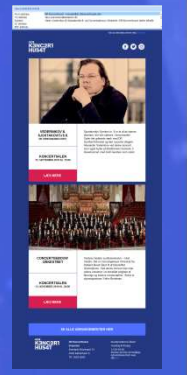
22.785
Classic Newsletter
subscribers



159.495
Offer Relevance
Predictions

2.582
e-mail variants





K3NC2R'I
HUS4T

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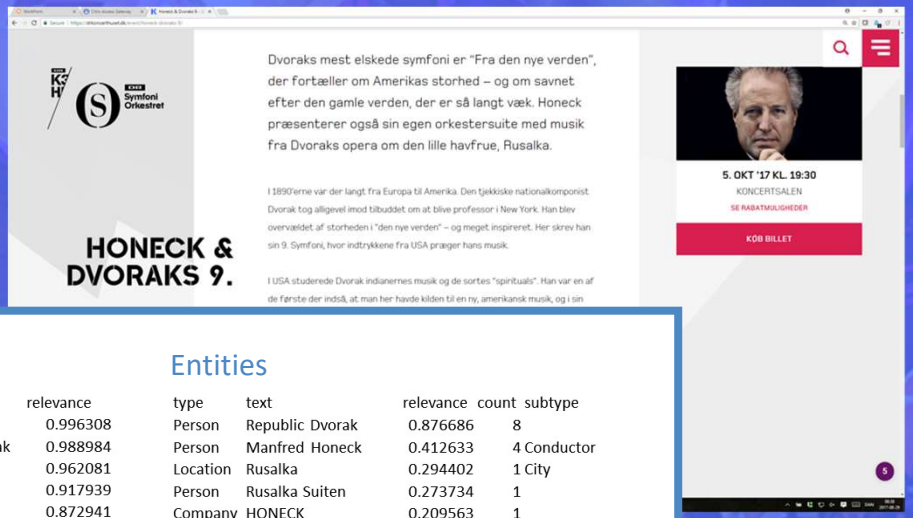
PREDICTION

Use of Image & Natural Language Analysis (AI)

Used for Cognitive Profiling & Matching and having +70% Impact on the model



Concept

text	relevance
Antonin Dworak	0.983279
Opera	0.839302
Ludwig van Beethoven	0.80742
Robert Schumann	0.712243
Orchestra	0.680637
Richard Strauss	0.632603
The Little Mermaid	0.626565
United States	0.621617

Keywords

text	relevance
Dvorak	0.996308
national composer Dvorak	0.988984
Dvorak Indian music	0.962081
Czech Republic Dvorak	0.917939
New World	0.872941
little mermaid	0.72503
Dvorak arr	0.706953
conductor Manfred Honeck	0.665803
orchestra suite	0.653769
Paul Armin Edelmann	0.637542
new American music	0.628229
Rusalka	0.601916
opera Rusalka	0.587098
Rusalka Suiten	0.575687
Rusalka Suite	0.566171
symphony	0.522825

Entities

type	text	relevance	count	subtype
Person	Republic Dvorak	0.876686	8	
Person	Manfred Honeck	0.412633	4	Conductor
Location	Rusalka	0.294402	1	City
Person	Rusalka Suiten	0.273734	1	
Company	HONECK	0.209563	1	
Person	Lieder	0.187827	2	
Location	America	0.186761	2	Continent
Person	Paul Armin Edelmann	0.1852	1	
Location	New York	0.181561	1	PoliticalDistrict
Location	USA	0.171053	2	Region
Person	Richard Strauss	0.162737	1	Composer
Person	Schubert	0.15137	1	
Location	Europe	0.148789	1	Continent
JobTitle	professor	0.142384	1	
Person	Rusalkas	0.136238	1	
Location	Denmark	0.128297	1	Country

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ONE PREDICTION

Classic Newsletter 20. Aug 2018 - Response results

Target Group

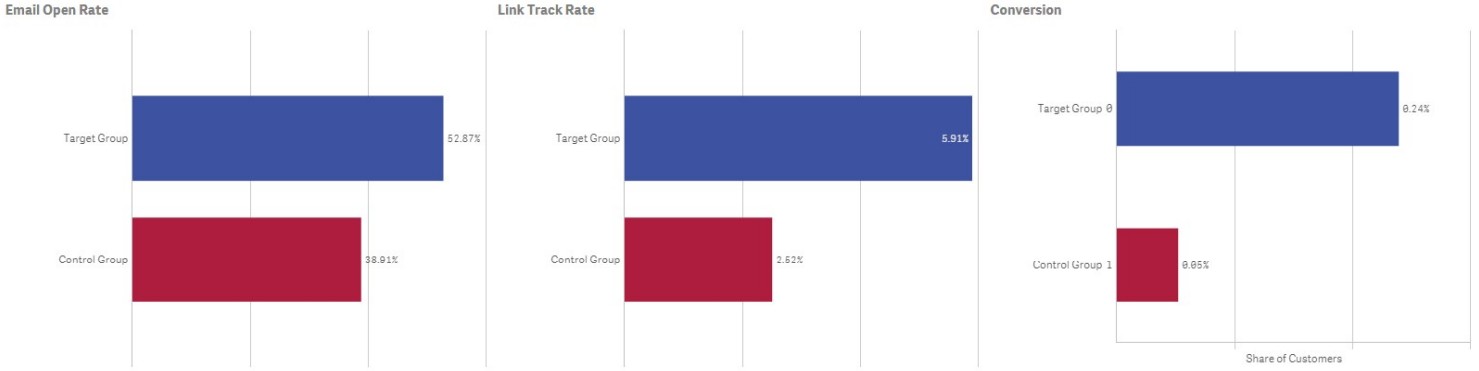
Personalized email receivers

17,102

Control Group

Generic email receivers

5,683



Email Open Rate Improvement

+35.90%

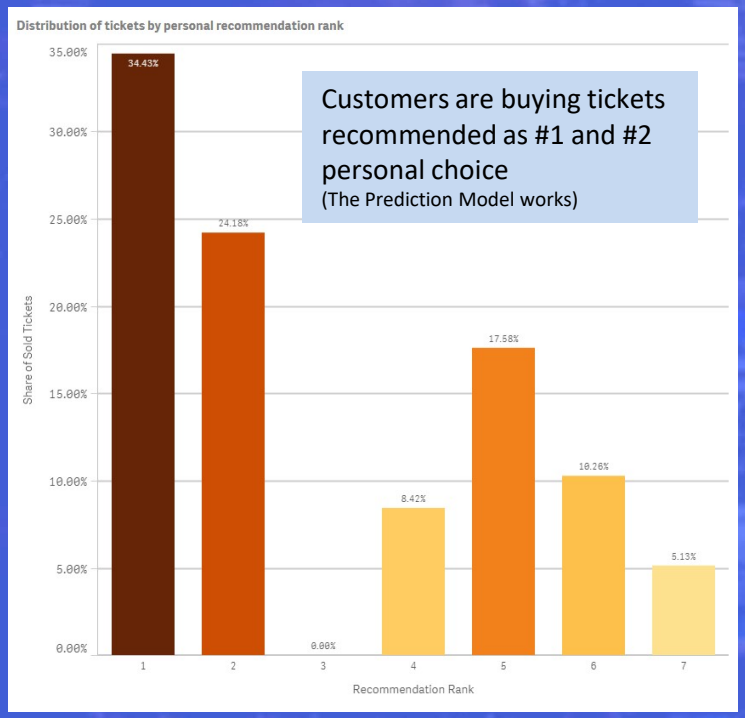
Link Track Rate Improvement

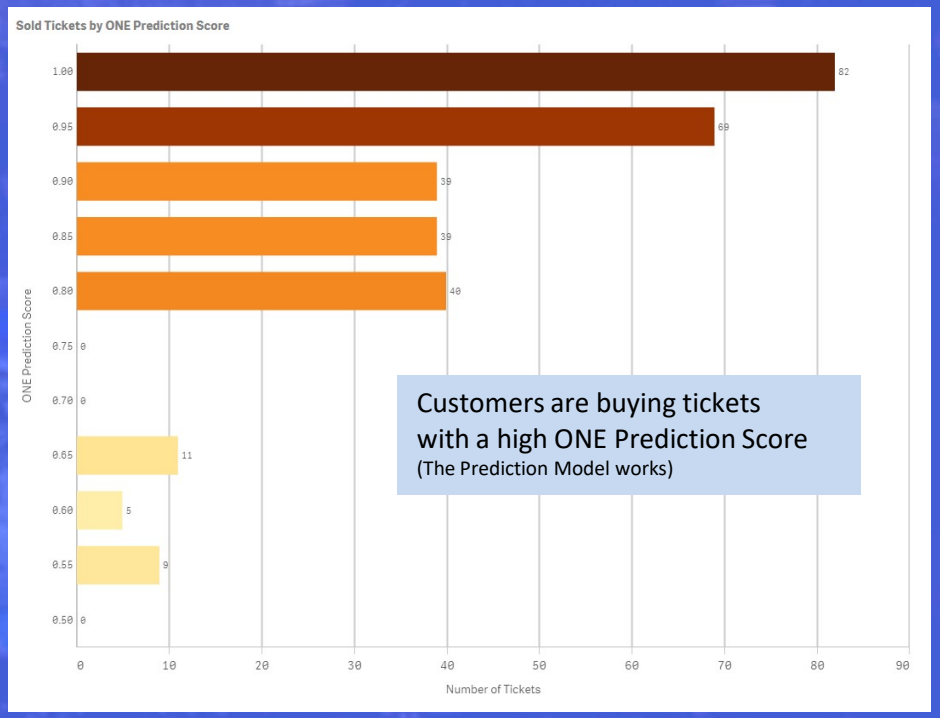
+134.70%

Conversion Rate Improvement

+354.14%

Classic Newsletter 20. Aug 2018 - Recommendation results





Next step in Q4: Personalized website

Generic website

Personalized website

Top banner based on highest purchase score = 1

Prioritized event based on purchase score = 2 - 5

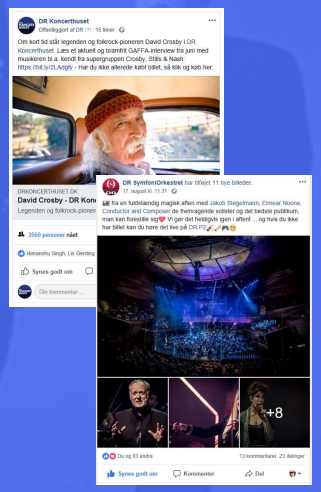
Prioritized ensemble block based on affinity

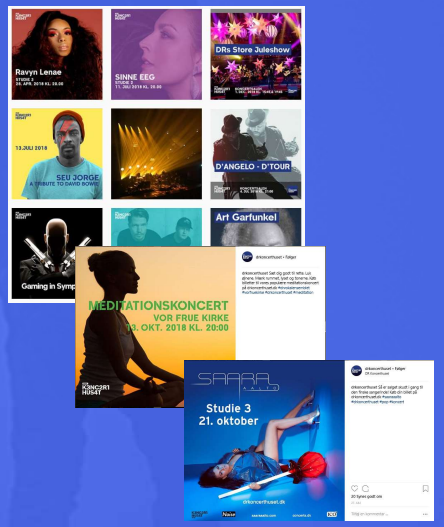
Next step in Q4: **Recommendation on existing flows and platforms and selections of target groups.**

Concert evaluations

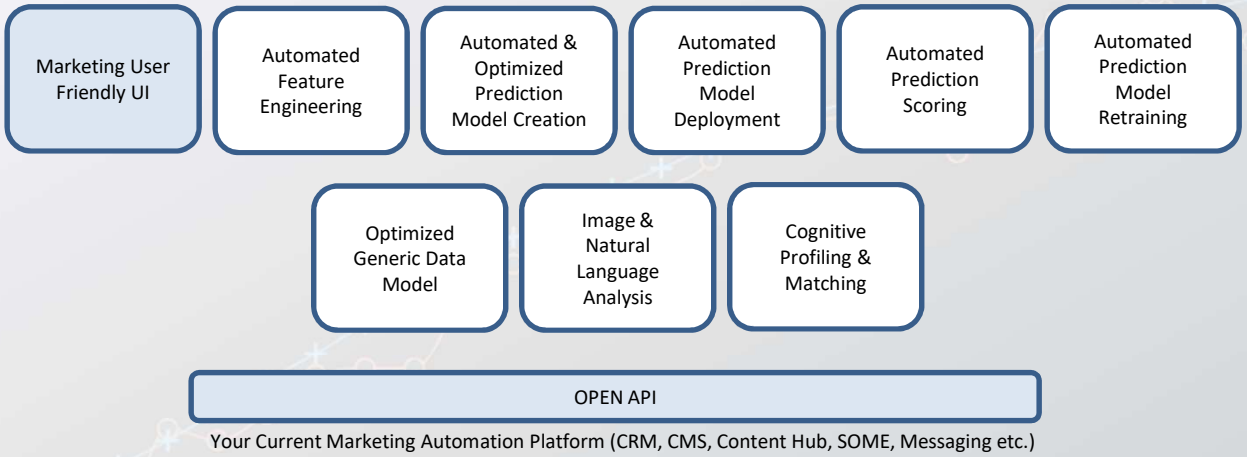
Permissionsflows

Facebook & Insta ads.



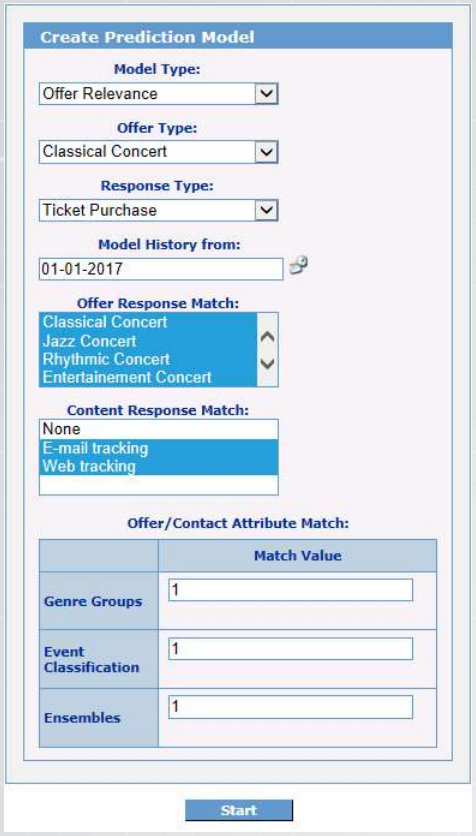


Inside the box



Marketing User Friendly UI (Prototype)

Input needed to build the prediction model for recommendation of classical concerts



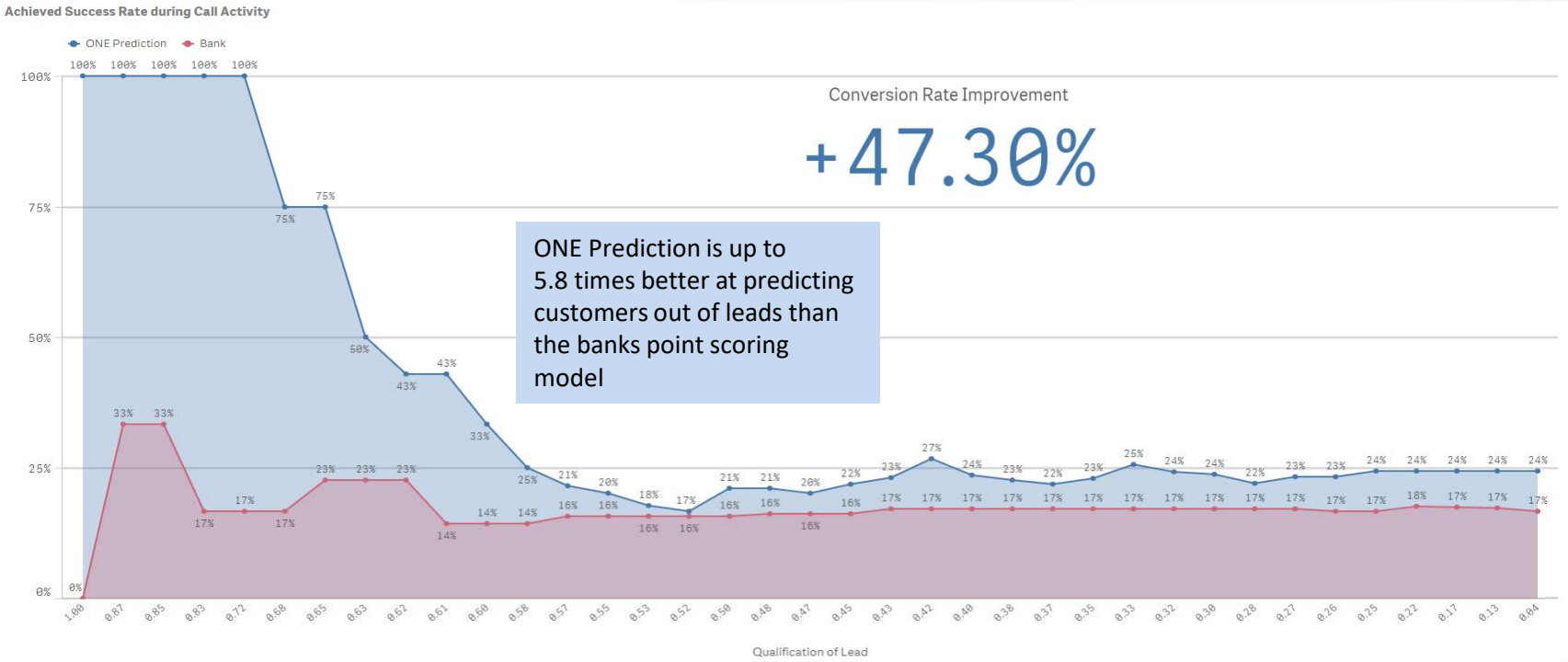
Customer Case: Bank - Ranking Leads

Activity: Calling low value B2C Customers with potential

Succes Criterias: Book meeting or upsell/cross-sell

Test: ONE Prediction versus
Lead Scoring Point Model

Customer Case: Bank - Ranking Leads



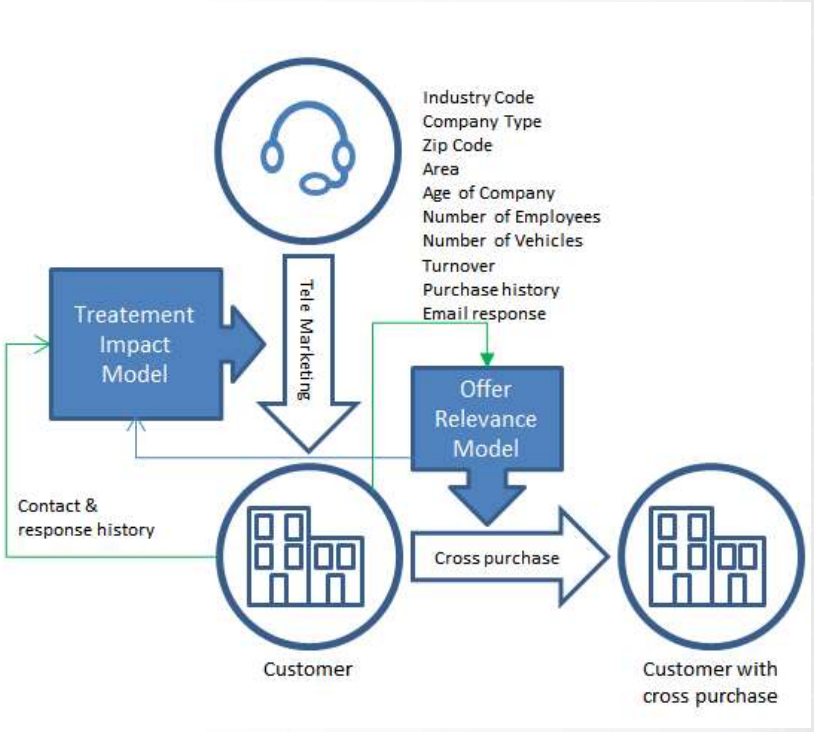
Customer Case: Service Company - Ranking Leads

Activity: Calling Existing B2B Customers

Succes Criterias: Cross-sell

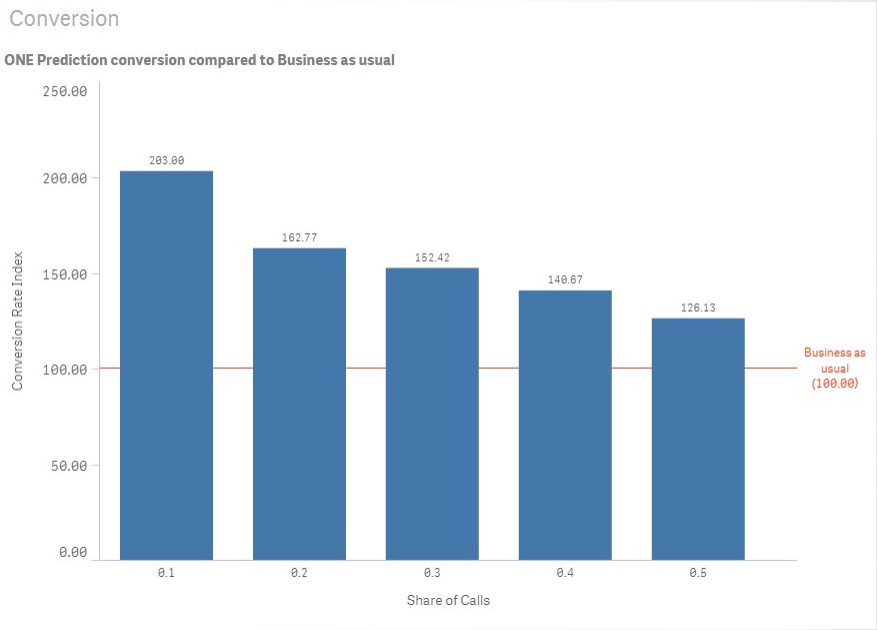
Test: ONE Prediction versus Experience Based Ranking

Customer Case: Service Company - Ranking Leads

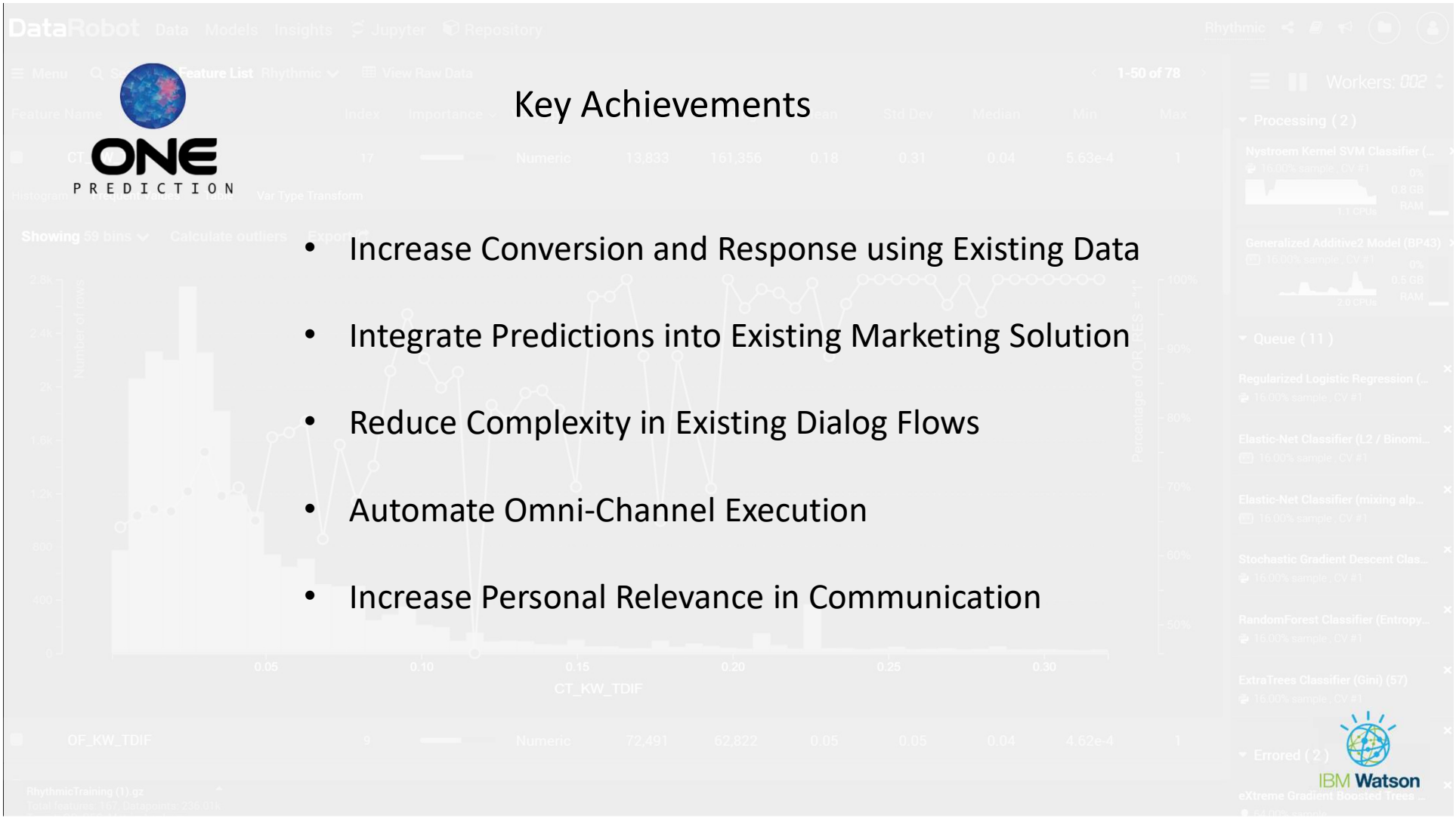


Very basic and existing data used for the prediction models.

Customer Case: Service Company - Ranking Leads



ONE Prediction is up to 2 times better at predicting customers out of leads than the marketing peoples selecting and sorting criterias



ONE PREDICTION

Key Achievements

- Increase Conversion and Response using Existing Data
- Integrate Predictions into Existing Marketing Solution
- Reduce Complexity in Existing Dialog Flows
- Automate Omni-Channel Execution
- Increase Personal Relevance in Communication

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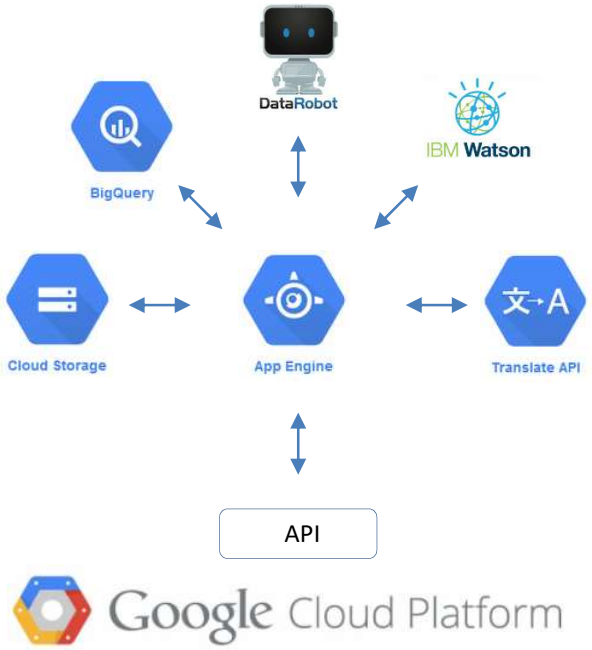
Technological Platform



Fully Managed Cloud Service

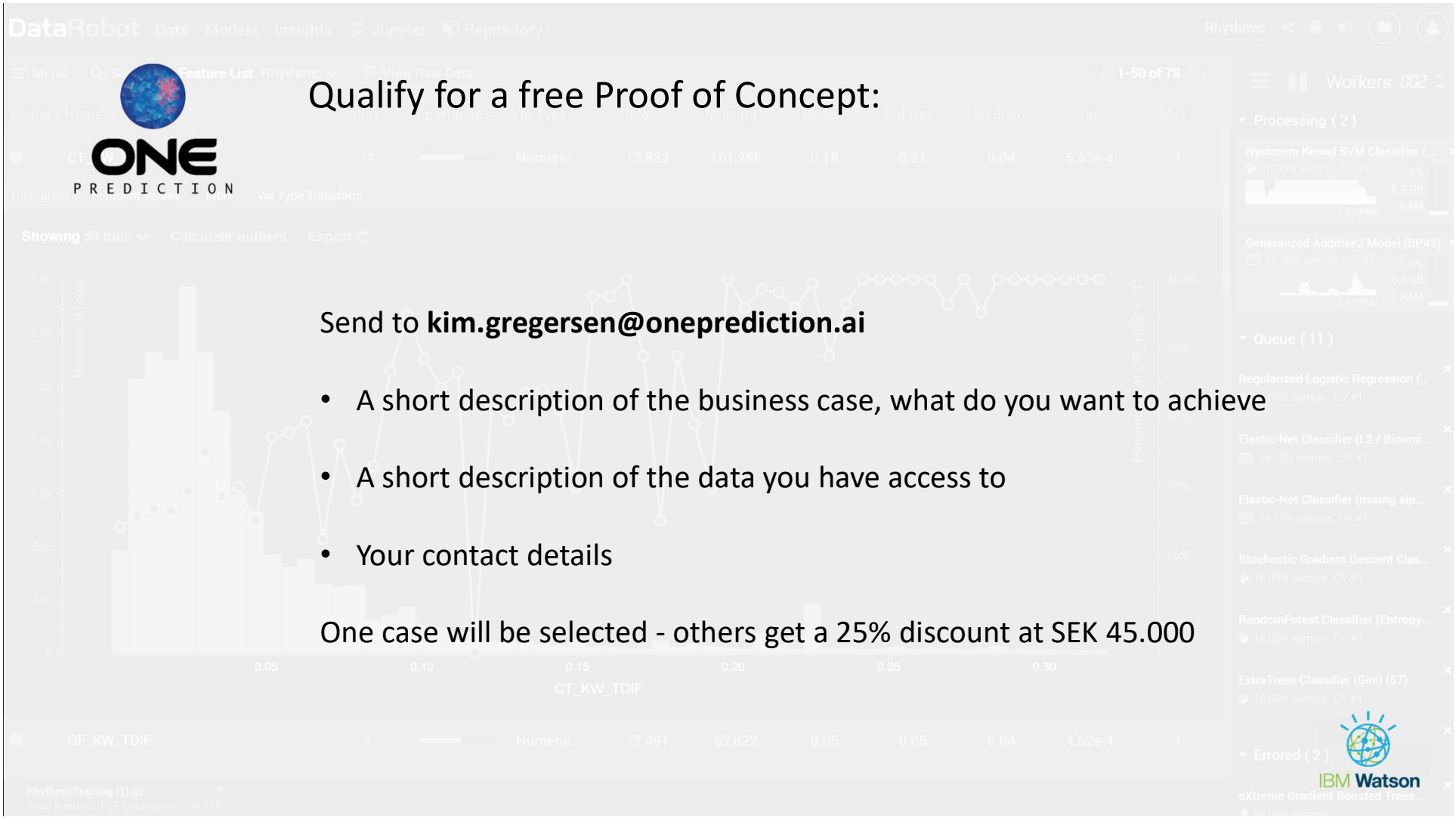
World Leading Technology

Secure

Scalable

GDPR Compliant

IBM Watson



ONE PREDICTION

Qualify for a free Proof of Concept:

Send to **kim.gregersen@oneprediction.ai**

- A short description of the business case, what do you want to achieve
- A short description of the data you have access to
- Your contact details

One case will be selected - others get a 25% discount at SEK 45.000

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ONE
PREDICTION
Increase Response and Conversion