CAMPAIGN ROI OPTIMIZATION

Not all of your clients will respond positively to the campaign they are targeting. They will be more or less convinced of your offer. With the help of machine learning methods, for each recipient, we will define a score as a propensity to accept the proposal, so that you will bear the cost of the campaign only for those customers who are likely to buy your product. This way you will reduce costs and increase ROI. We have successfully built such models in the telco and HR industry.

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