



ARTIFICIAL INTELLIGENCE CAMPAIGN ROI OPTIMIZATION

What does your marketing really cost?

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.

Our example realizations

We have successfully built such models in the telco and HR industry.

Europe - Poland
CFT Polska
ul. Ryżowa 49
02-495 Warszawa
Telefon: +48 22 379 75 00
europa@cfteurope.pl

Europe - Poland
CFT Polska
Ul. Myśliwska 14
15-569 Białystok
Telefon: +48 22 379 75 00

United States
CFT Inc.
1556 S. Michigan Avenue Unit 3A
Chicago, Illinois 60605
Telefon: +1.312.588.0006
Tel. kom.: +1.312.420.1016
info@cft-inc.net