

Actable Segment Accelerator Drives 3.6x Lift

The Challenge

A subscription publisher sought to maximize conversions to paid subscriptions using predictive analytics and segmentation tools in their CDP platform. The off-the-shelf segmentation modeling had maxed out, and the publisher turned to Actable's Segment Accelerator to find incremental performance gains.

Solution

- Actable analyzed subscriber data and isolated users with high likelihood to purchase, based on predictive signals that required a deep understanding of their business:
 - Engagement with specific email lists
 - Engagement with specific authors
 - Content affinity driven by NLP
 - Behavior scoring
- Actable developed a custom algorithmic model, scoring new users based on the signals above
- Actable deployed the audience in the client CDP with activations via email and site-side personalization and built a report to view results in Google Analytics

Results

- Over a 15-day period, Actable's Segment Accelerator outperformed baseline site visitor conversion rate by 260%, and outperforms "out-of-box" CDP conversion algorithm by 42%

Ecommerce Conversion Rate

Baseline

0.71%



CDP Optimized

1.79%



ACTABLE Custom Audience

2.55%



Transactions

Baseline

4,633



CDP Optimized

293



ACTABLE Custom Audience

202

