

Optimizing Digital Results Through Machine Learning

Challenge and Opportunity

An Ad agency wanted to optimize the results of its digital advertising strategy for clients while reducing man hours.

Approach

- Converting sales through digital advertising takes enormous resources because of the nature of each customers' unique tastes or triggers.
- Our team developed a tool that would use a historical copy of data to optimize digital ads based on viewers' preferences. This included changing text, color scheme, photography or imagery, and other characteristics.
- Then the tool ran continuous experiments sending the ads to various demographics. 80% of the recipients were from a targeted market based on preferences the last 20% were a random sample from another market. This was used to target new markets and help automate demographic selection.

Results

The optimization tool yielded results which were four times greater than the agency had previously secured for clients.

50+

Clients Served*

20+

Data Services Offered

185%

Average ROI
Based on 2 years of cost decrease or revenue increase over consulting fees *

(excluding internal implementation cost)