

Leading Global Bank **increases conversion rate by 137%** using Relativity6 propensity scoring.

The Challenge

A global bank found that customer engagement was decreasing after the successful launch of a banking app in Mexico. A significant percentage of users were not engaging with the app a second time. As a result of this churn, the bank was at risk of losing many valuable customers.

Relativity6 was tasked with determining which of these app users was inactive and had a high probability of returning. Incentivizing this segment was identified as a key strategy for future user growth and engagement.

The Solution

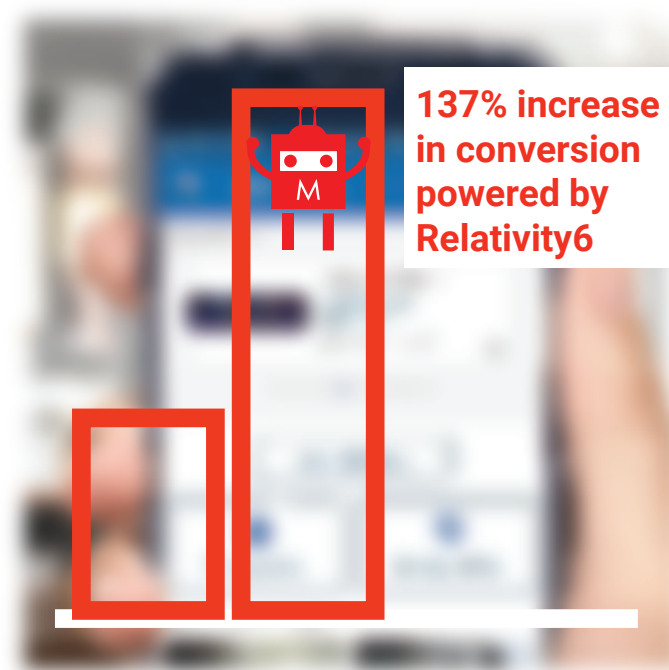
Relativity6 used proprietary algorithms to segment populations between inactive users with a high propensity to purchase, and inactive users with a low propensity to purchase. The high propensity customer segment was drawn to within a 95% confidence interval. The population Relativity6 identified as high propensity was then sent a custom marketing message, and the bank realized a 137% higher conversion rate on that identified population.

Results

- Increased conversion rate by 137% over control group.

Key Technologies used

- Behavioral Clustering
- Propensity Scoring
- Behavioral Segmentation



About Relativity6

Companies are using Relativity6's Semantic Engine to improve customer engagement and cross-selling opportunities.

Relativity6 enables partners to better understand their customer's behavior with support from world-class PhD data scientists and machine learning experts from MIT.

Relativity6 proprietary algorithms predict when and what your most profitable customers will purchase, with above 80% accuracy.

Contact

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