

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

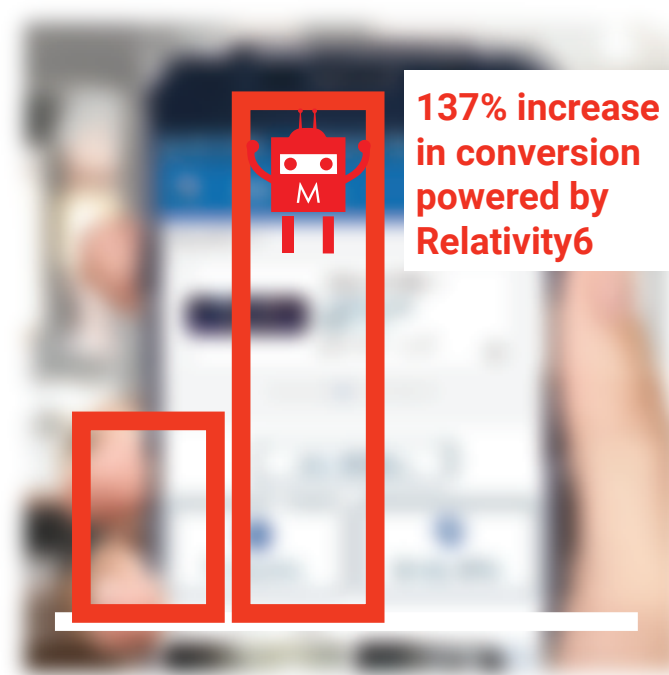
Relativity6 used proprietary algorithms to segment populations between inactive users with a high propensity to purchase, and inactive users with a low propensity to purchase. The high propensity customer segment was drawn to within a 95% confidence interval. The population Relativity6 identified as 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 use Relativity6's Technology to improve customer engagement and to arm sales, marketing and service professionals with the tools needed to better serve their customers.

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

Relativity6 employs compliance and technical processes to meet or exceed data security and privacy regulations across industries and across borders.

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

Contact

For more information, please contact us.

hello@relativity6.com
relativity6.com

