

# Leading Latin American retailer increases Revenue by 417% by using Relativity6 propensity scoring

## The Challenge

Towards the end of 2017, a leading Latin American retailer was experiencing a decrease in online revenue, despite strong brick and mortar revenue. After internal analysis, the retailer hypothesized that their product recommendation engine had been underperforming.

The retailer enlisted our AI powered product recommendation and propensity scoring algorithms to improve conversion rates and increase revenue from online customers.

## The Solution

Relativity6 identified a micro-segment of active customers with a high propensity to purchase, using proprietary algorithms on the retailer's internal data. We also determined product recommendations for the segment, that would most likely convert better.

Relativity6's segment was tested alongside a control group, which used the retailer's current methodology.

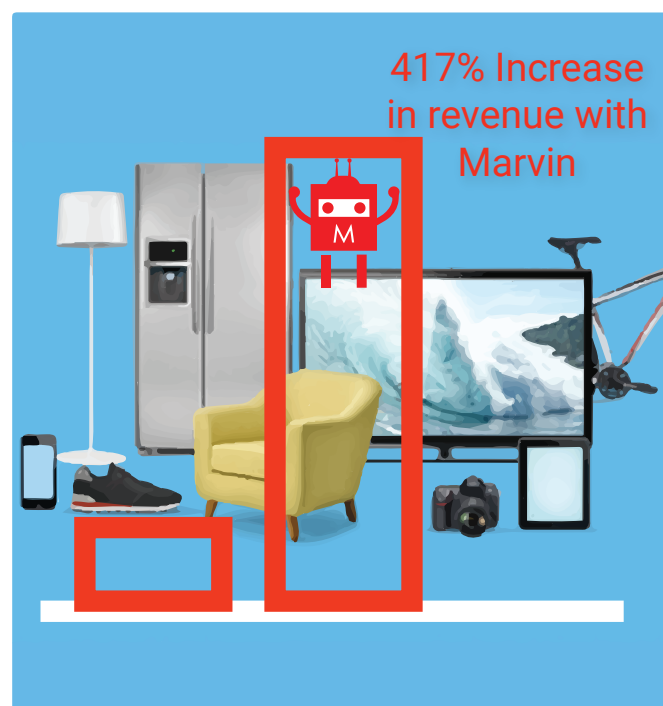
As a result of the proof of concept, the segment identified by Relativity6, converted 417% better than the control group.

## Results

- Increased conversion rates of online customers by 417% over control group.

## Key Technologies used

- Behavioral Clustering
- Propensity + Defection
- Feature Detection
- Hyper Segmentation
- Temporal Recommendation



## 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](mailto:hello@relativity6.com)  
[relativity6.com](http://relativity6.com)

