Problem Statement

Background

Privacy concerns and regulations like the GDPR and CCPA are driving a shift in digital marketing. Consequently, third-party data, which informs which users to target, are being deprecated. Hence, companies are pivoting to first-party data from customers for marketing. This shift addresses privacy issues and builds more direct and transparent customer relationships.

Can we repurpose first party data, typically used for user experience, for marketing?

Data and Methodology

Feature Engineering
Propensity Modelling
Conversion Action
Bidding
A/B Testing

Exploratory Data Analysis

Summary Statistics
Switzerland, Sweden, Denmark, Norway


80% of users spend ~5 mins or less on the website

Results

Ensembled Machine Learning Model

93% True Positive Rate
10% Improvement in ROAS*
24% Increase in Page Views*

*Not statistically significant

Next Steps

Due to the inconclusive testing results based on only 2 weeks of data, we recommend Acceleration Group continue the running A/B tests for at least an additional 5 weeks.

Handoff of EDA and model pipeline code with configuration files will allow GroupM to replicate these results and extend them to 2 additional clients.

Deliverables

Azure Dev-Ops Repo
Acceleration Group Presentation