

Unify your 1st party data with Blotout, and add Predictive AI with Predictable

Plug & Play Predictive AI

Via plug-and-play integration, unified customer profiles built on first party signals captured by Blotout are enriched with AI-powered predictive attributes indicating purchase propensity, churn propensity, lifetime value and more.

Within two weeks of integration, highly addressable predictive audience segments are syndicated to Blotout's connected marketing tools for activation across owned and paid channels.

+20%
HIGHER ROAS ON META

3x
OPEN RATE

2x
ON-SITE ACTIVITY



blotout

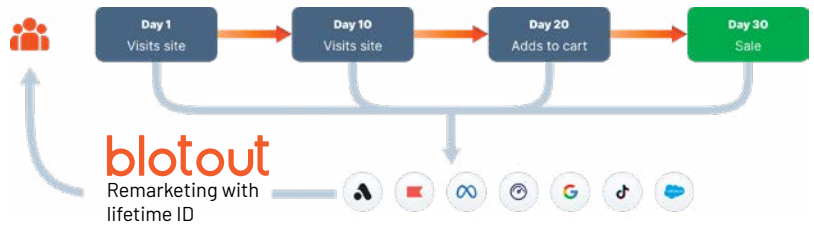
Provides best-in-class user identification for anonymous and known users

predictable

Provides user scoring



Predictive audiences are shared via Blotout to connected channels



Purchase Propensity
 ...predict which customers are likely to make a purchase



Customer LTV
 ... as modeled using unique-to-customer data and feature tuning



Churn Propensity
 ... for targeted interventions and win-backs



Engagement
 ... likelihood for prospects to engage



2nd Purchase Propensity
 ... to drive repeat purchase and establish customer loyalty

klaviyo

ITERABLE

Google Ads

INTUIT mailchimp

Meta

salesforce

TikTok

Pinterest

X



JOINT USE CASES



Supercharge your first party data
with high fidelity marketing signals and predictive AI

Blotout identifies new and returning customers across sessions, devices and channels with 100% accuracy, and rebuilds marketing signals around a lifetime ID.

With a more complete and addressable customer view, brands can unlock greater value from their first party data, and Predictable's machine-learning models can make more accurate predictions.



Drive repeat purchase occasions
and establish brand loyalty from your first POS

Deliver tailored welcome series and experiences that consider your newly acquired customers' likelihood to return and repurchase, i.e.:

- Invite new customers with a high repeat purchase propensity to join your loyalty and referral programs
- Deliver targeted offers to new customers less likely to return to incentivize repeat purchase occasions



Improve retention
by identifying and re-engaging customers with high churn propensity

Predict which customers are likely to churn and intervene with win-back flows and experiences to prevent lapse, i.e. :

- Deliver targeted offers and incentives to encourage repeat purchase
- Invite customers with high churn propensity to participate in special sales events



Recognize anonymous users
and increase returns on your owned and paid channels

- Retarget new customers with high purchase propensity across paid channels to drive acquisition efforts
- Identify existing customers returning to site as anonymous traffic, and trigger personalized email campaigns that consider their purchase propensity, churn propensity and lifetime value



Reward customers with high predicted lifetime value to encourage brand loyalty

Use predictive AI to identify high value customers and deliver personalized, VIP experiences and rewards, i.e.:

- Invite customers with high predicted LTV to join VIP programs
- Deliver invitations to participate in pre-sales events and new product launches



Leverage predictive audiences
to optimize paid media strategies and investment

Use your first party data to drive performance across paid media initiatives, i.e. :

- Improve media ROI by targeting audiences with high predicted purchase propensity and LTV
- Use predictive audiences to power look-a-likes for new customer acquisition efforts
- Reach and re-engage customers likely to churn

We're there when you need us.

Implementation doesn't end when the platform is live, our customer success team will work hand-in-hand with your team.