

# Plug & Play Predictive AI for Marketers

## Enrich Customer Profiles

Predictable enriches customer profiles captured by Klaviyo with AI-powered attributes predicting customer propensity, churn, LTV and more.

## Rapid Time-To-Value

Available almost immediately, and refreshed daily, predictive attributes are seamlessly returned to Klaviyo to power advanced segmentation, personalization and omnichannel campaigns.

## Predictable Models

Trained, tailored and customized for each brand using their first party data, Predictable's suite of out-of-the-box ML models power actionable predictions about current and prospective customers at key moments across the customer lifecycle.

**+20%**

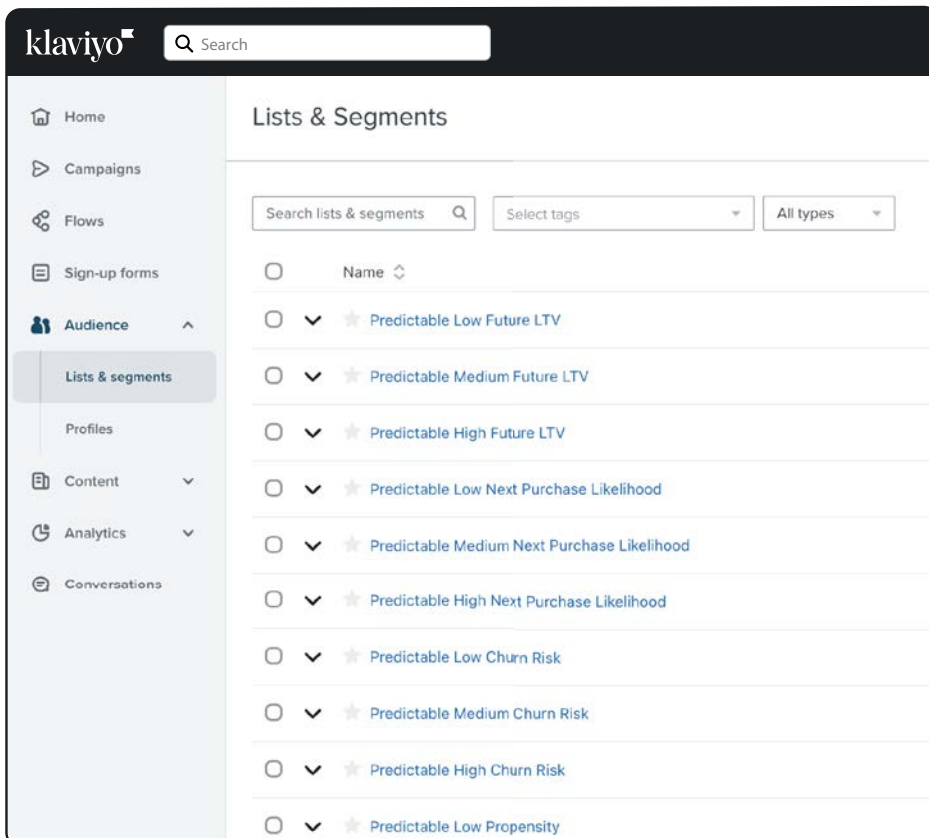
RETURN ON AD SPEND  
IMPROVEMENT

**2x**


OPEN RATE

**2x**


ON-SITE  
ACTIVITY





**Predictive AI Modeling** On-Demand Customer Insights. An end-to-end suite of predictive models, built for marketers and powered by your customer data to predict:


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

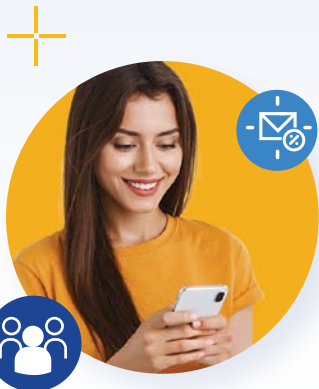
 **Product Recommender**  
... use customer preferences to drive bundling and discount strategy

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

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

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

 **Engagement**  
... likelihood for prospects to engage



**What We Provide to Klaviyo:**

Raw User Scores for ultra-fine targeting

Pre-Built Segments ready for activation

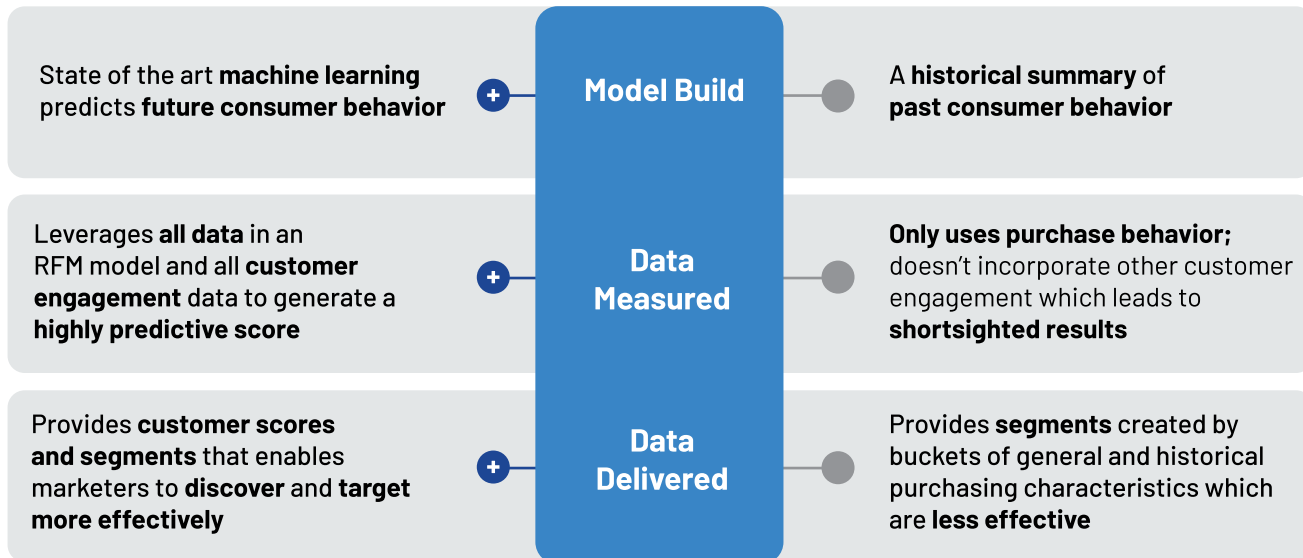
Intelligent Segments purpose-built for common use cases



**Predictable Models Advantage**

**VS**

**Recency, Frequency, Monetary**



**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.