Plug & Play Predictive Al for Marketers

predictable - klaviyo

Enrich Customer Profiles

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

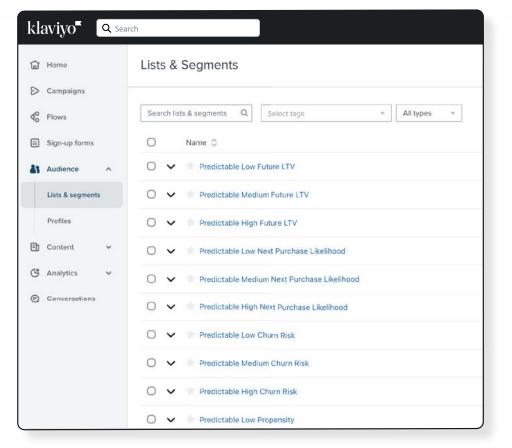
Rapid Time-To-Value

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.







Predictive Al 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

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



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



... likelihood for prospects to engage

Customer LTV

Engagement

Product Recommender



What We Provide to Klaviyo:

Raw User Scores for ultra-fine targeting

Pre-Built Segments ready for activation

Intelligent Segments purposebuilt for common use cases



... use customer preferences to drive bundling and discount strategy

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

Predictable Models Advantage	VS	Recency, Frequency, Monetary
State of the art machine learning predicts future consumer behavior	– Model Build	A historical summary of past consumer behavior
Leverages all data in an RFM model and all customer engagement data to generate a highly predictive score	Data Measured	Only uses purchase behavior; doesn't incorporate other customer engagement which leads to shortsighted results
Provides customer scores and segments that enables marketers to discover and target more effectively	Data Delivered	Provides segments created by buckets of general and historical purchasing characteristics which are less effective

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.

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