predictable
USE CASE-READY PREDICTIVE AI + blotout

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

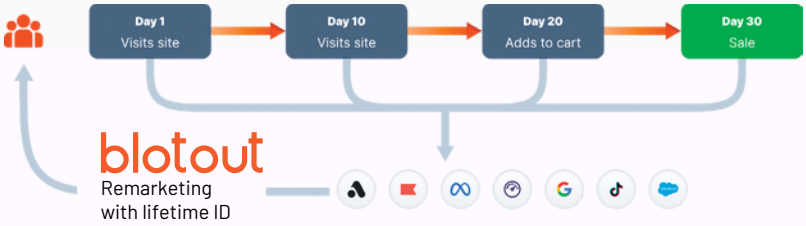
Plug & Play Predictive AI

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.

blotout

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



predictable

Provides user scoring

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

Predictive audiences are shared via Blotout to connected channels

klaviyo · ITERABLE · Google Ads · INTUIT mailchimp · Meta · salesforce · TikTok

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predictable
USE CASE-READY PREDICTIVE AI

+ blotout

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.

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