

# 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.

**+20%**

RETURN ON AD  
SPEND  
IMPROVEMENT

**2x**

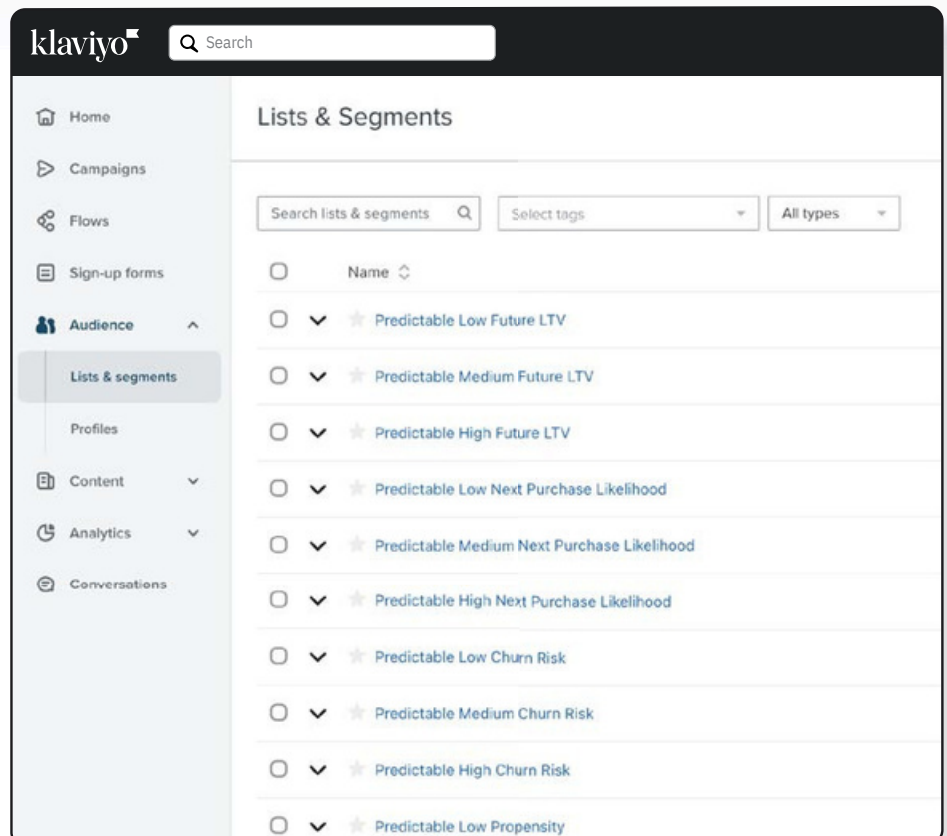
OPEN RATE

**2x**

ON-SITE  
ACTIVITY

## 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 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



### 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



**klaviyo**

## 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.