

Unlock +20% ROAS improvements with use case-ready audiences

Plug-and-Play Predictive AI for Marketers.

Predictable bridges data science and marketing by providing automated, easily understood, and tangible predictive customer segmentation and scoring.

With Predictable, marketers can drive business outcomes at key moments across the customer lifecycle. With no coding or data team required.

+25%
INCREASE IN
CONVERSION RATE

2x
BOOST IN
ENGAGEMENT
RATE

40%
CPA
IMPROVEMENT
ON META



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



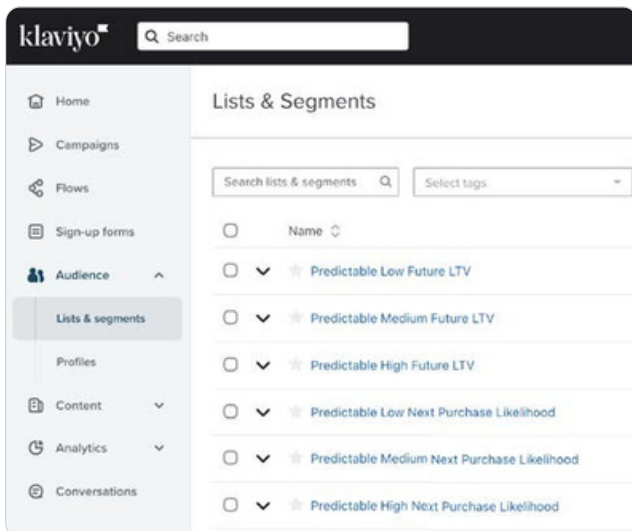
Customer LTV

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



Engagement

... likelihood for prospects to engage



Outputs from the models are automatically assembled into use case-ready segmentation:

- Intelligent Segments ▼
- Engaged Prospects
- Top Customers
- Acquisition Seed Audience
- Future Whales
- Fledgling Customers
- Discount Shoppers
- Priority Winbacks

Getting Started with Predictable Is Easy.

Use cases can be live in under 1 week, with limited time needed from the brand.

Use Cases

Acquire Lookalikes of your Top Customers

Remarket to Engaged Prospects

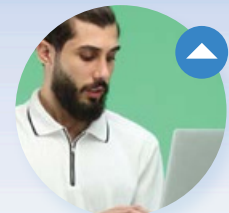
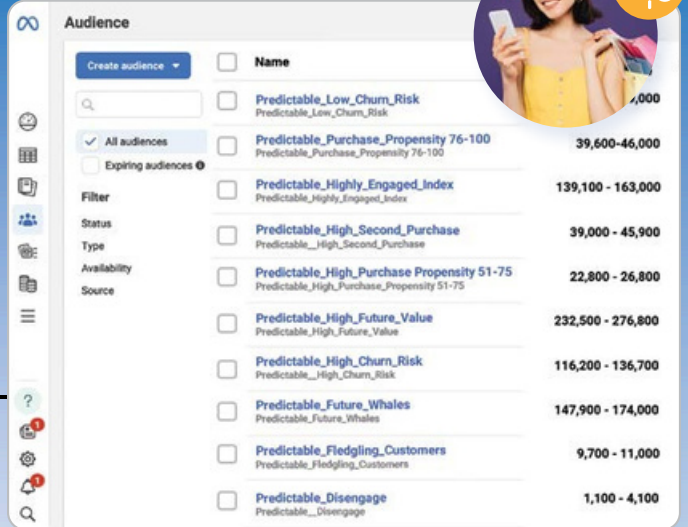
Send targeted email to your Discount Shoppers



Meta



TikTok



“ With Predictable’s Propensity model in play, we recorded an \$8-\$10 decrease in CPA for our mid-funnel campaigns. The consistency in performance was evident, even when high-propensity audiences were matched against our retargeting efforts.”

Cody Pollard,
Scale Up Digital Marketing

Connect Your Data & Activate Your Audiences Via Our Integrated Partners:



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 on:

- Model interpretation and deployment
- Hands-on support for in-platform activations
- Use case development and planning
- Testing strategy and KPIs