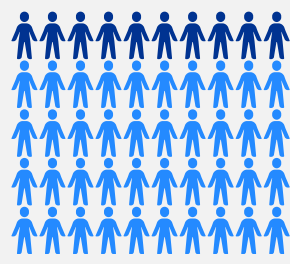
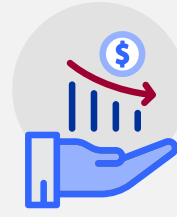


Churn Propensity



20% Most Likely To Churn

The Churn Propensity model measures your customers' likelihood to churn within a given time window.

Purchase Propensity Behind the Scenes

The Churn Propensity Model uses 3 types of data:

- Transaction History
- Email Engagement
- Web Activity

Predictable scores your customers between 1-100 to assign "likelihood." Customers with a score of 1 are least likely, and customers with a score of 100 are most likely.



The Basic Segments

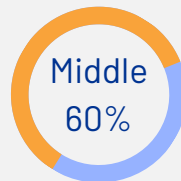
Predictable delivers segments that group customers based on their scores.

High Churn Propensity



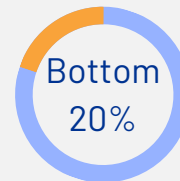
Customers who are in the top 20% of people likely to churn

Medium Churn Propensity



Customers who are in the middle 60% of people likely to churn

Low Churn Propensity



Customers who are in the bottom 20% of people likely to churn

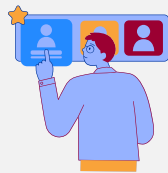
Smart Segment

Smart Segments are a combination of basic segments and model features.

Priority Winbacks

Customers who have no purchases inside of the Churn Modeling Window, and a last LTV Score above 80.

Using Predictive Segments



SEGMENT	USE CASES
High Churn Propensity	<ul style="list-style-type: none"> • Create re-engagement campaigns for customers with a high churn propensity
Medium Churn Propensity	<ul style="list-style-type: none"> • Encourage maintained loyalty from customers with medium churn propensity by using special offers or discounts
Low Purchase Propensity	<ul style="list-style-type: none"> • Exclude low churn propensity customers from paid media
Priority Winbacks	<ul style="list-style-type: none"> • Create winback campaigns with high value offers to re-engaged churned customers with a high LTV

White Box Insights

To empower you to understand your customer data we provide insights into the churn propensity model, including:

- Summary Statistics: A detailed look into how well the model is performing.
- Feature Importance: A relative look at how important certain "features" are for the churn propensity model. Features can include email campaigns, sales events, etc.

