

# Unlocking 1st Party Data with AI Driven Segmentation

Cuyana partnered with Predictable to utilize augmented segmentation and drive speed for their analytics capabilities through the use of AI models. The collaboration provided Cuyana with over 37M records scored for profile enrichment.

## The challenge

Cuyana needed help activating their first-party data to enhance segmentation for prospecting efforts through paid media. To overcome these challenges, they leveraged Actable's product, Predictable, a suite of predictive AI models built on the Google Cloud Platform, to unlock their 1st party data, enabling profile enrichment and improved analytics capabilities.

## The solution

Predictable's AI Models, built on the Google Cloud Platform, enhanced Cuyana's analytics and activation. Predictable facilitated the data processing, transformation, model training, and audience syndication for an efficient implementation. The pre-built BigQuery integration published daily predictive scores to Cuyana's data warehouse, creating Custom Audiences for paid media activation.

## The result

With the power of Predictable's AI Models, Cuyana was delivered over 37 million records scored, further enriching user profiles for enhanced segmentation of potential customers. The swift activation of segments empowered data-driven marketing decisions, enhancing their analytics capabilities. Predictable helped Cuyana to streamline customer segmentation and expedite decisioning.

The integration of Predictable and Cuyana's BigQuery data warehouse provided accelerated time to analytics that would have otherwise required a lengthy data science effort. Predictable enriched customer profiles with model scores that added additional ML driven intelligence, allowing for a more advanced approach to segmentation in marketing programs.

# CUYANA

## About Cuyana

Cuyana is a women-built, heritage-led company offering fewer, better collections that embody timeless design, luxury quality, and sustainability. The fewer, better lifestyle allows her to live smarter and better so that she has the luxury of time to do what matters most to her. All of our pieces are made and delivered with love.

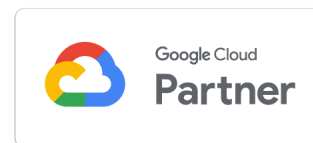
Vertical/horizontal solution: Retail & Wholesale

Primary project location: United States



## About Actable LLC

Actable is a customer data accelerator that helps enterprises organize, analyze, and activate customer data to create business value.



## Products

Google Cloud Platform