

Powering ML Modeling for Enterprise Customer Data Platform

Actable partnered with Simon to integrate their end-to-end predictive modeling engine into the Simon platform, with models and data flows specifically designed for the Simon infrastructure and Simon end-user.

The challenge

Simon Data had a gap in its predictive modeling capabilities, and wanted to better compete with other marketing technologies. Simon had tried building these features in the past but found the development and maintenance efforts did not align with their core business. They needed a solution to close the competitive gap, and to extend beyond the channel-specific constraints of their competitive set.

The solution

Using GCP services, Actable developed 'Predictable', a solution to support Simon customers powered by custom-developed ML models based on direction from Simon's product team. It includes automated ML pipelines and integration frameworks to allow for rapid on-boarding of customers, providing a highly available, scalable ML infrastructure capable of growing to support 100+ individual customers.

The results

Simon's Predictable integration accelerated deal close rates and adding material incremental revenue. Within the first year of integration Predictable scored 2B+ customer records. Simon sold 24 customers Predictable's capabilities within the first twelve months with a 90% renewal rate, and generated an incremental revenue estimated over \$100k. They are able to onboard new customers within hours.

“ We're thrilled to partner with Actable to provide powerful predictive models built for every marketer. Our partnership enables Simon Data's clients to easily create personalized segments to drive return on investment and increase lifetime value for their customers. ”

Sharice Siegel, VP of Partnerships



About Simon Data

Simon Data is the orchestration Customer Data Platform built for marketers to easily access data and create unique customer journeys across channels without the need for an all-in-one cloud solution. Leading e-commerce, travel, and retail brands rely on Simon to design personalized experiences across channels at accelerated speeds.

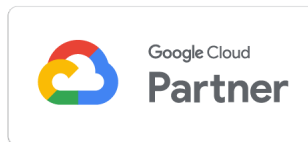
Industry: Software & Internet

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