SAILTHRU

Personalized relevance, delivered.

Executive Summary

Sailthru is a behavioral communications platform empowering companies to understand and communicate with their customers on an individual level. Our technology automatically tailors email, web and mobile content to every user to create a personalized experience, in real time.

Leading publishers and eCommerce companies use Sailthru because our solutions accomplish higher results, are reliable, flexible and fully automated. Our clients include:



Results

We have a proven track record of increasing engagement and customer lifetime value because we use the power of automation to focus on the individual user.

Our clients commonly see

8x
Extension in customer lifetime value

3-5x
Increase in open and click rates

200%
Increase in pageviews

90%
Reduction in campaign setup time

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Data Science at Sailthru

Data Science at Sailthru

Data science answers two questions:

What has happened (and why?)

- Reporting
- Data Visualization
- Statistical Interference

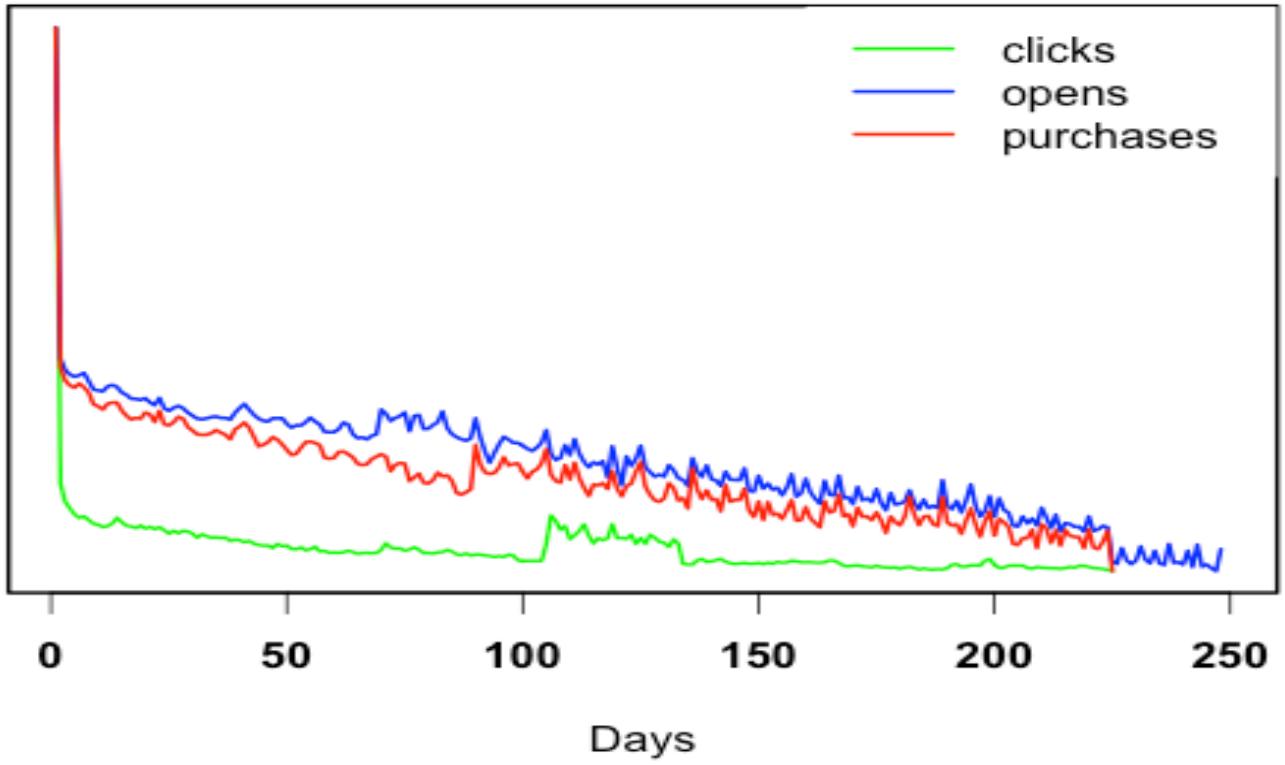
What will happen?

- Recommendation Systems
- Predictive Data Modeling
- Trend Modeling

Rule of thumb: All solutions need to be actionable!

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Customer actions over time



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Real-time geolocation plots



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How do we make these actionable?

- Model the distribution of opens/clicks/purchases
- Generate a flag when a user is about to be lost
- Make the dynamic plots linked to user selection of suppression
- Allow immediate re-targeting based on above

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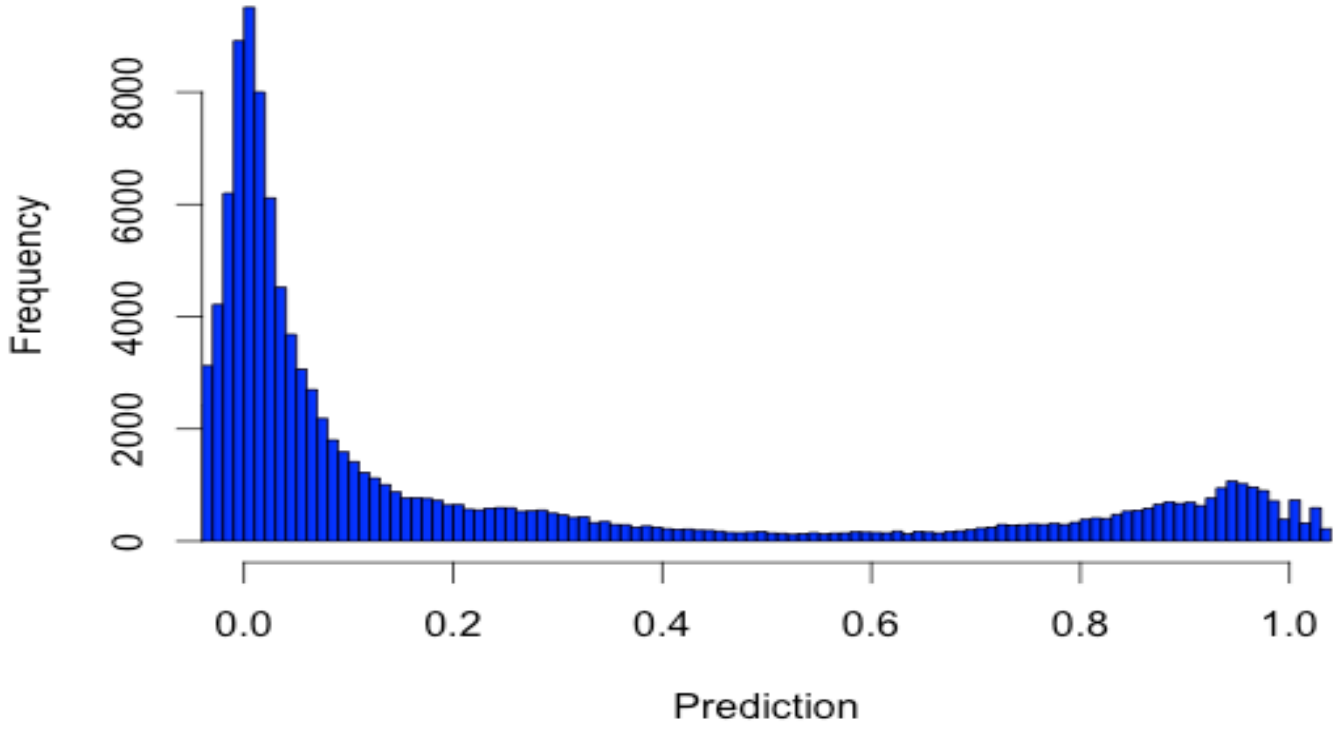
Predicting User Engagement

What is the probability that a user will open his email in the next week?

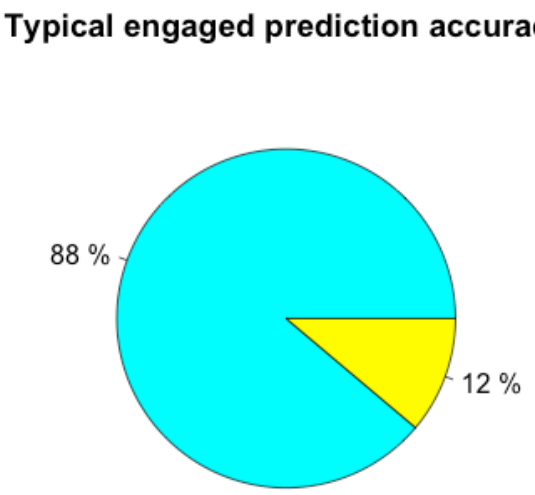
- Large collection of signals derived from user profile data
  - Click/open rates, geo-data, recent behavior, etc.
- Models retrained every week
- A combination of python, R and bash scripts
  - Mostly GBM (speed, good results)

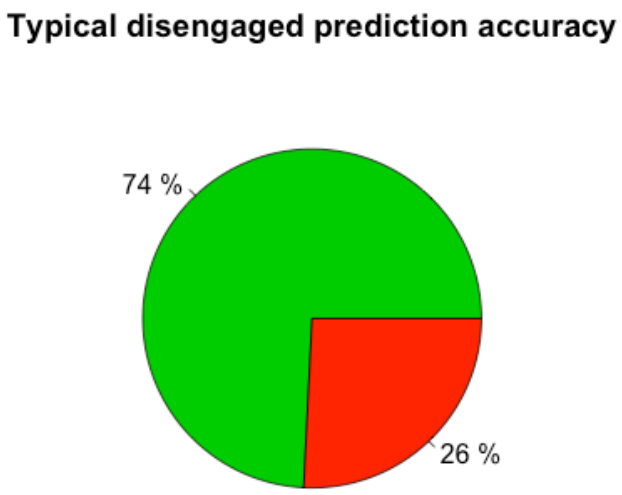
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Typical prediction output



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This is a typical example; we have been able to get accuracy >85% for some clients.

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Thank you!

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PS: We're hiring!