horizon
powered by xcm

Predictive Analytics

by horizon

We specialise in two powerful types of predictive analytics: Rule-Based and Machine Learning (ML) Algorithm-driven approaches. Our services are designed to help businesses harness the power of data to make informed decisions, anticipate market trends, and optimise their marketing strategies.

Predictive Analytics by horizon

A

Rule Based

With our rule-based predictive analytics, we leverage established rules and patterns to forecast future outcomes with precision.

Whether you're looking to optimise your CRM, personalise customer experiences, or streamline your operations, our rule-based solutions provide actionable insights tailored to your specific needs.

B

Machine Learning

Our team of experts also utilise state-of-the-art ML algorithms and machine learning techniques to analyse vast datasets, uncover hidden patterns, and generate accurate predictions.

From customer churn prediction to customer lifetime value forecasting, our algorithm-driven solutions empower businesses to stay ahead of the curve and gain a competitive edge in today's fast-paced market.

A

Rule Based

Predictive Analytics by horizon

Customer States Segmentation

Customer States Segmentation is a rule-based model that categorises customers based on their current state in the customer lifecycle. This segmentation strategy divides customers into different groups according to where they are in their relationship with the brand. Common segments may include:

Prospects

Individuals who have shown interest in the product or service but have not made a purchase yet

New Customers

Customers who have recently made their first purchase

Active Customers

Regular purchasers who engage frequently with the brand

Lapsed Customers

Customers who have not made a purchase in a defined period

Churned Customers

Customers who have stopped engaging with the brand entirely

By segmenting customers based on their lifecycle stage, our clients can tailor marketing strategies to meet the specific needs and preferences of each group, ultimately improving customer retention and engagement.

A

Rule Based

Predictive Analytics by horizon

Horizon Customer Personas

Our Personas are portraits created to represent different segments of our clients' target audience. They are developed based on demographic information, behavioural data, and other insights gathered from market research.

Each persona typically includes details such as age, gender, occupation, interests, goals, and preferred communication channels.

By using personas, we help our clients to humanise their target audience, gain a deeper understanding of their needs and motivations, and tailor marketing messages and strategies to resonate with specific customer segments. This rule-based model enables our clients to create more personalised and relevant marketing campaigns, ultimately driving engagement, loyalty, and conversions.

Demographics	Name: Lauren Jones	Age: 30	Affluence: ABC1	Dwelling: Detached House	Income: £40k-£50k	Home Town: Manchester	Nearest Store: Trafford Centre	Lifestyle Segment: Single & Tech Savvy
Lifestage	Cost Per Acquisition: >£5	Lifetime Value: £3,441	Customer Tenure: 5 Yrs	Segment: VIP				
Channels	Primary Channel: Email	Social Media Active: Yes FB & IG	Acquisition Source: PPC					
Brand Services	Main Category Preference: Tops & Tees	Survey Member: Yes	Has Student Discount: No	Loyalty Prog Member: No	Loyalty Points: 0			
Behaviour	Recently Abandoned: Flixton Dotty T	Recently Browsed: Emerald Sweater	Last Web Session: 08/03/24	Last Order Page Views: 42	Last Engaged Channel: Web	Last Order IPO: 2	Reacts Well To: Sale & >15% Off	Last Session Duration: 30 Min
Behaviour	Last Order Date: 08/03/24	Last Email Engagement: Build Your Own Bundle	Average Order Frequency: 8.6 Year 0.71 Mth	Average Items Per Order: 2	Most Active Order Times: 18h - 21h	Most Active Order Day: Saturday	Promo or Non Promo: Both	Newsletter Subscriber: Yes
Predictive	Next Best Buy: Honoured Vest Top	Next Best Category: Night Wear	Cross Sell: Footwear & Jackets					

Introducing Lauren

Your Loyal VIP

Understand what your customers 'truly' look like with dependable and consistent classification data, segmentation, behaviour and their Lifetime Value to your business. Use what you know about them to drive and empower their future engagement

Last Order Device: Mobile	Average Order Value: £80							
Average Annual Spend: £688								

B

Machine Learning

Predictive Analytics by horizon

Horizon Recommender

Horizon's Recommender system is designed to analyse our clients' customer behaviour and recommend products or content that are likely to be of interest to them. Our system uses techniques such as collaborative filtering, content-based filtering, and product affinity to generate personalised recommendations. Functionalities include:

Recently Viewed

Abandoned Basket

Buy Again

Popular/ Trending

Similar Products to Recently Viewed

Viewed together relative to Recently Viewed

Popular/Trending relative to Recently Viewed

Bought Together relative to Recently Viewed

Popular/Trending relative to Recent Purchase

Bought Together relative to Recent Purchase

Similar Products

Bought Together (Basket Analysis)

Viewed Together

By understanding clients' customer behaviour and preferences, Horizon's recommender system helps our clients increase customer engagement, drive sales, and improve overall satisfaction.

B

Machine Learning

Predictive Analytics by horizon

Horizon Predict

Horizon's Predictive Analytics ML algorithms use retrospective data and statistical techniques to forecast future trends, behaviours, or outcomes. These models enable our clients to anticipate their customer needs, identify potential opportunities or risks, and make informed decisions to optimise marketing strategies. Our clients use our predictive analytics for:

Propensity

- A customer to buy over a given period
- A customer to use a promotion code
- A customer to take any defined action, etc

Customer Lifetime Value Prediction

- Sales Forecasting
- Product Demand Forecasting

By leveraging predictive analytics, Horizon clients improve targeting accuracy, enhance campaign effectivenessand achieve better ROI.

Machine Learning

Predictive Analytics by horizon

Horizon Match

Horizon's Match algorithm helps our clients clean, standardise, and deduplicate their data, ensuring accuracy and consistency across all their datasets. Key features of our Match algorithm include:

Data Matching

Our advanced algorithm identifies and match duplicate records within a dataset. This helps our clients maintain a single customer view.

Data Cleansing

Our algorithm cleans and standardises data by correcting errors, removing inconsistencies, and formatting data according to predefined rules. This ensures that data is uniform and reliable for analysis and reporting purposes.

Data Deduplication

By identifying and merging duplicate records, our Match algorithm helps our clients reduce data redundancy and improve the efficiency of their SCV. This leads to cost savings and better decision-making based on accurate data

By accurately matching customers with relevant products or content, our clients can enhance discoverability, increase engagement and drive sales.

Machine Learning

Predictive Analytics by horizon

Horizon Marketing Touchpoint Attribution (MTA)

Horizon's MTA algorithm attribute conversions or sales to the various marketing touchpoints that contributed to the customer journey. Our data driven algorithm help our clients understand the impact of different marketing channels and tactics on customer acquisition and conversion.

Horizon also includes the following rule-based attribution models to enable our clients to compare attributed sales against our data driven model:

Last Interaction

First Interaction

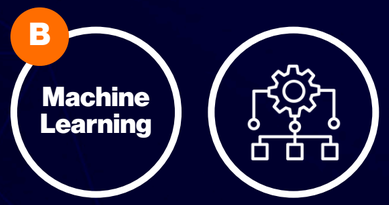
Linear

Time Decay

Position-Based

By accurately assigning credit to each touchpoint, our clients can optimise marketing budgets, allocate resources effectively, and maximise the ROI of their marketing efforts.

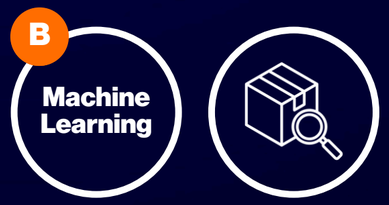
Predictive Analytics by horizon



Horizon Dynamic Pricing

Horizon's Dynamic Pricing ML algorithms can adjust the price of products or services in real-time based on various factors such as demand, competition, and customer behaviour. Our ML algorithms enable our clients to optimise pricing strategies dynamically to maximise revenue and profitability.

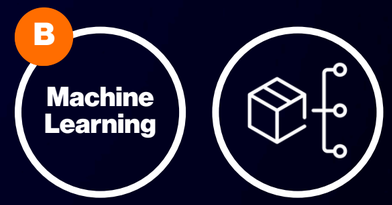
By leveraging dynamic pricing, clients can respond to market fluctuations, increase price elasticity, and capitalise on revenue opportunities.



Horizon Search & Merchandising

Horizon's Search & Merchandising ML algorithms optimise product search results and recommendations to enhance a customer's online shopping experience. Our algorithm considers factors such as search queries, customer preferences, and product availability to deliver relevant and personalised results.

By improving search accuracy and merchandising relevance, our clients can increase conversion rates, reduce bounce rates, and drive customer satisfaction.

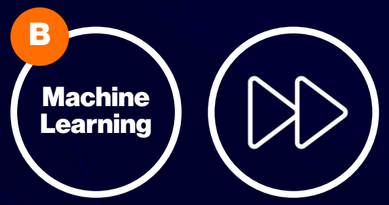


Horizon Categorisation

Horizon's Categorisation ML algorithms automatically classify data into categories based on its features or characteristics. Horizon's Categorisation ML algorithms are used by clients for tasks such as content tagging, sentiment analysis and product classification.

By automating the categorisation process, businesses can streamline content management, improve searchability, and deliver more relevant experiences for their customers.

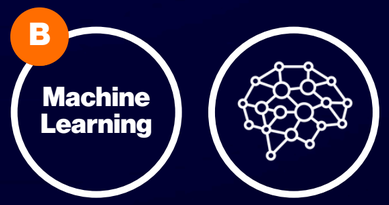
Predictive Analytics by horizon



Horizon Next Best Action

Our Next Best Action ML algorithms analyse customer data in real-time to determine the most relevant action or offer to present to a customer at a specific moment in their journey. Horizon's algorithms consider factors such as customer behaviour, preferences, and context to deliver personalised recommendations or interventions that drive desired outcomes.

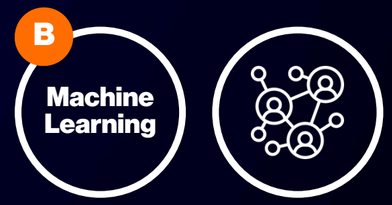
By proactively engaging customers with the next best action, Horizon clients can increase conversions, build loyalty, and optimise the experience of their customers.



Horizon Artificial Intelligence (AI)

Artificial Intelligence can encompass a broad range of ML algorithms and techniques that enable machines to perform tasks that typically require human intelligence, such as natural language processing, image recognition, and decision-making. We are developing AI-powered tools and ML algorithms for tasks such as AI generated insights and Chat AI for user support.

By harnessing the power of AI, our clients can automate processes, gain deeper insights from data, and deliver personalised experiences at scale.



Horizon Clustering

Horizon's Clustering ML algorithms are used to segment customers into distinct groups with similar traits or behaviours. By identifying commonalities among customers, Horizon clients can tailor marketing efforts to specific segments, personalise messaging, and deliver more relevant offers, ultimately driving higher conversion rates and customer satisfaction.

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humanise your data