

BOTS DON'T
MAKE CONTENT
JOURNEYS,
PEOPLE DO.



engageSimply's **PREDICTIVE MODEL** maps out the content journey of converted customers for a new level of look-alike audience targeting. Our innovation allows you to optimize the effectiveness of your marketing efforts improving the success of your campaign.



DATA

DEFINE: Identify and define the analytic objectives and tasks.

EXPLORE: Analyze source data and model scope of efforts.

PREPARE: Select, extract and transform data to create models.

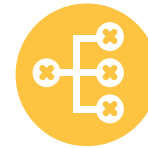


MODEL

CREATE: Develop initial predictive models through sampling of data.

TEST: Iteratively refine model through cross-validation and testing.

VALIDATE: Selected topics are tested to determine whether model will meet goals.



AUTOMATE

DEPLOY: Apply model to content development and media targeting decisions.

INTEGRATE: Extract and integrate data into applicable business systems.

MANAGE: Improve model's performance and refine as new data is generated.



Give us a shout, let's get a campaign started!

engageSimply™

ENGAGEMENT WITHIN CONTEXT → STARTACAMPAIGN@ENGAGESIMPLY.COM