

Booklet

# 4 GetIT DataLab 2020

**A data science initiative of GetIT to help marketers deliver measurable business outcomes using the power of data combined with AI/ML intelligence.**

**GETIT**

B2B Marketing Consulting and Solutions for  
Technology, IT and Telco  
[getit.marketing](http://getit.marketing)

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## Introduction

**Artificial Intelligence/Machine Learning:** mention the terms in the B2B marketing context and the accompanying opinions are usually a mix of **hype, expectation** and **dread**.

**Hype** - from bandwagon-hopping vendors.

**Expectations** - from clients with visions of better, faster and stronger results.

**Dread** from marketers - about it making humans superfluous, and eradicating entire spheres of employment.

AI/ML thus has something of an image problem, made worse by the somewhat nebulous nature of its purported benefits. B2B marketers fumble with the basic questions: what can AI/ML do for Me? And what can and should I be doing with it?

At GetIT Datalab, we have some answers. Through the use cases that follow we attempt to demonstrate how AI/ML can make a real, practical and valuable impact on B2B marketers' lives in everyday marketing situations that we can all relate to.

We hope it provides you with the confidence to see out AI/ML-enabled techniques and systems to improve your own marketing.

# Purposeful Metrics

Though you can measure just about anything these days, that doesn't mean you should. Metrics can quickly become all-consuming and confusing –especially if you gauge performance against too many goals. To optimize the time you spend on metrics, start with a few measurement fundamental questions:

- **Decide what to track**
- **Track, measure and manage the data**
- **Turn information into actionable insights**

Here's the catch. Digital marketing promises to remove the guesswork from metrics, but that promise is often unmet because we track metrics in silos, distanced from the contributions marketing is meant to drive towards pipeline and revenue. When we speak only in terms of scalability, relevancy, viewability, and CPI, we can lose sight of what we're actually trying to achieve and what those metrics really mean.

## What do you really want?

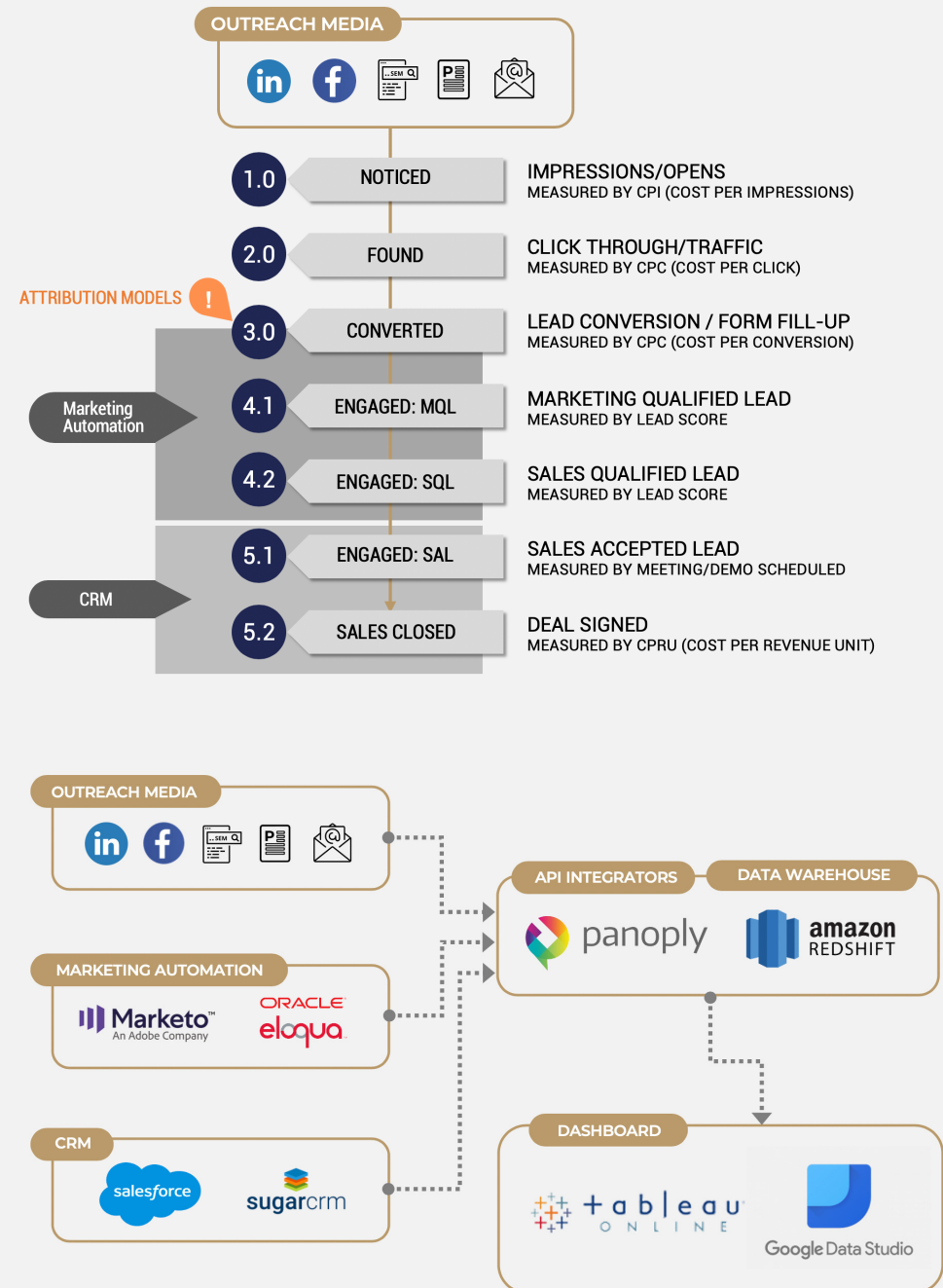
The problem with looking at any metric in isolation is that we begin to lose sight of our ultimate objective. Marketers need to define their end goal and work with their outreach channels and tactics to determine the best stepping stones to get there.

Sure, impressions are the top of the funnel. Increasing the number of people that see your ad will boost the chances that the next step in the path to purchase will be realized, but simply asking for a metric doesn't get anyone anywhere.

Especially in times when every marketing cent is called into account, optimising digital spend is the need of the moment. That's why we talk about Metrics with a Purpose.

Purposeful Metrics depend on proper data collection through multiple stages of lead progression, across systems of records (Marketing Automation, Web Analytics, CRM), creation and presentation (dashboards), and deriving insights in a comprehensible format.

## A visual representation of Purposeful Metrics touchpoints



## LeadCleanse

It's the bugbear of every marketer. The unbearable stench of rotten leads or contacts - those that are patently fake, missing essential fields, or of ex-staff.

Cleansing these contacts is the stuff of nightmares. But AI/ML can give some respite. We ran a 6,000+ database of email contacts acquired from past campaigns, events and such through our LeadCleanse algorithm. About 35% came clean, saving hours of manual verification. What's more, LeadCleanse augmented valid contacts with essential data such as Job Title and Company Name that were missing from the original data set.

## OmniCheck

OmniCheck works in concert with LeadCleanse to validate email addresses for deliverability, and phone numbers using telco APIs for reachability.



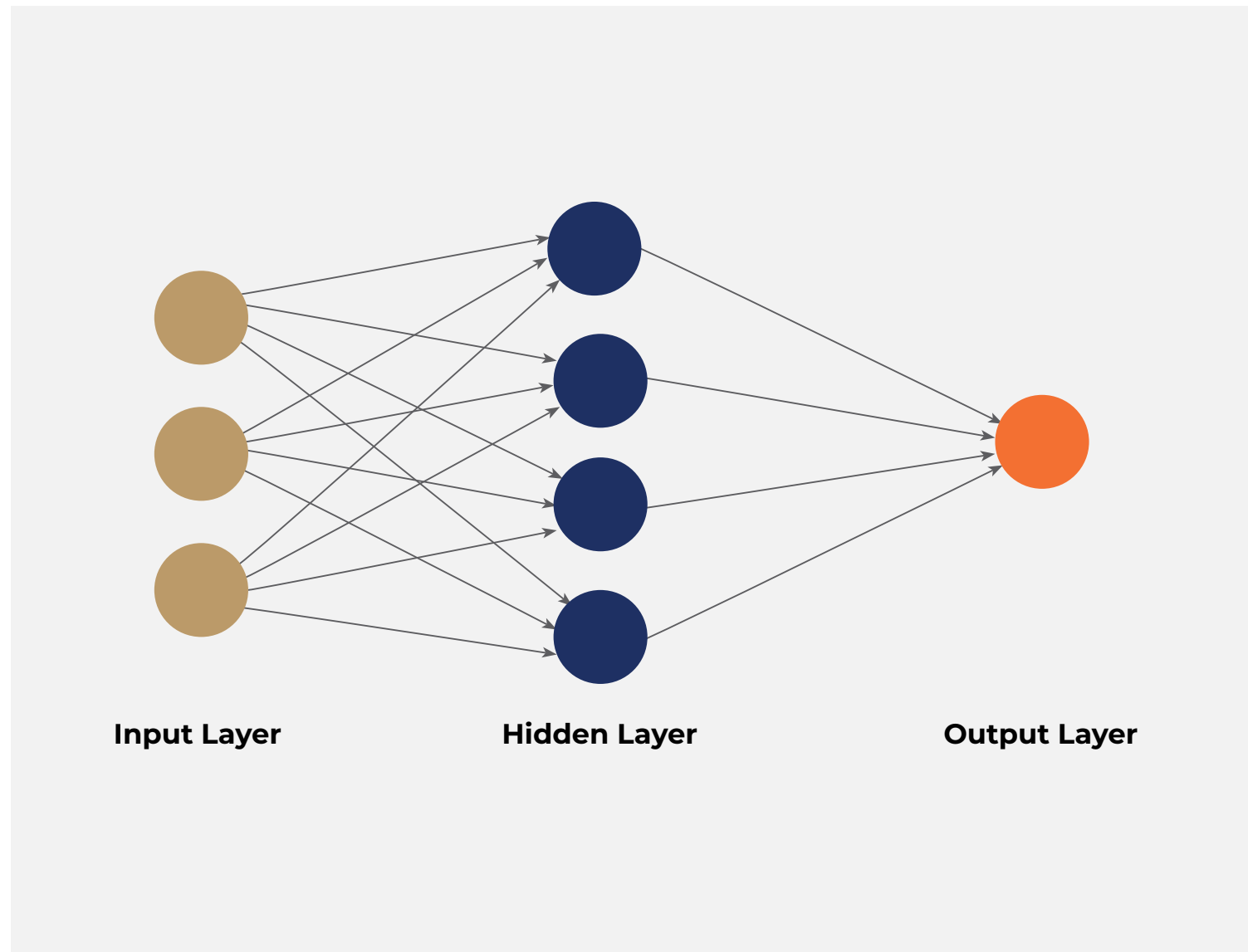
# ChurnSense

*powered by ANN*

For telcos, ISPs and SaaS providers, identifying customers who are more likely to “churn”, that is, quit the service after contracted periods is something of a black art. Often, they heap considerable effort and expense upon those who least likely to churn, while those who do churn inexorably slip past the cordon. Furthermore and perhaps to the detriment of customer lifetime value, loyal customers fail to be rewarded for their loyalty.

**ChurnSense** is our Customer Churn prediction model that predicts which customers are about to churn, and target retention campaigns at the customers most likely to churn - with up to 78% accuracy. The same model can help identify loyal customers who can be rewarded to cement their loyalty for longer periods of time.

ANN, by the way, is not our wizkid in the basement who works on ChurnSense (though she could be). **Artificial Neural Networks (ANN)** is that component of AI that is meant to simulate the functioning of a human brain. Processing units make up ANN, which in turn consist of inputs and outputs. ANN learns from these inputs to predict the output. And customer churn production modelling (what we call ChurnSense) is just one of the many use cases of ANN.



# SmartSpend

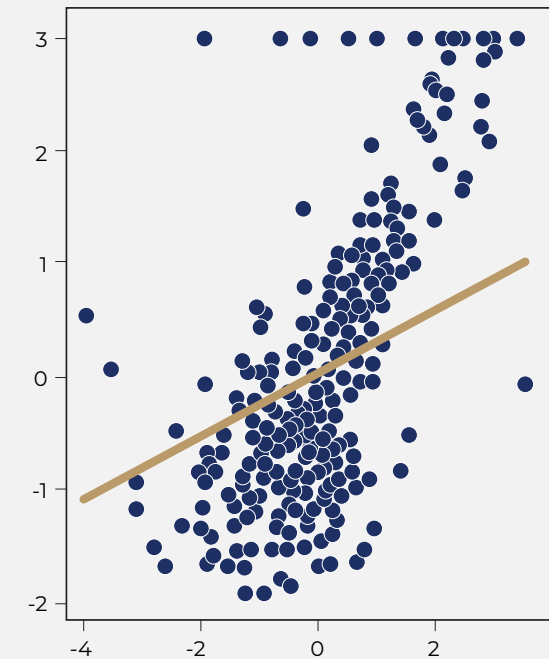
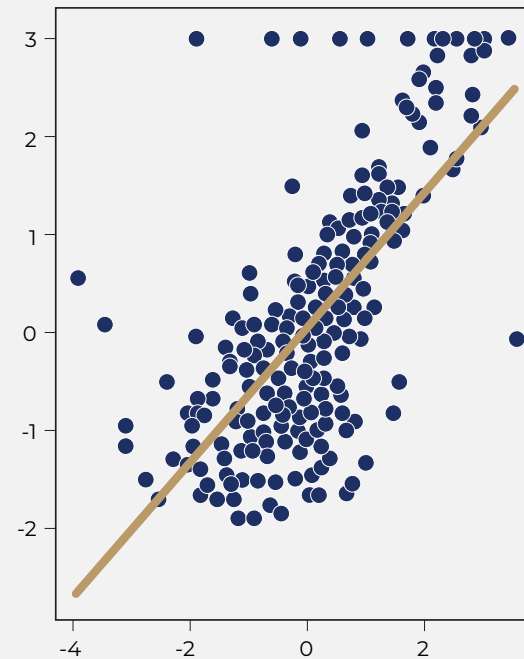
*powered by MLRA*

*What's the correlation between LinkedIn spending and revenue per client? Will increased media spending on trade shows lift sales volume, or affect customer lifetime value? What's the impact of Net Promoter Score on the bottom line?*

Spending on outreach, whether paid or organic, is often driven by a fervent hope for success, or beliefs built upon years of experience. Neither are a guarantee of current or future success.

**SmartSpend** can answer such questions by helping a marketer predict the mix of outreach channels that would lead to a higher revenue pipeline.

SmartSpend uses machine learning regression analysis (MLRA): a set of machine learning methods that allow us to predict a continuous outcome variable (y) based on the value of one or multiple predictor variables (x). It assumes a linear relationship between the outcome and the predictor variables.



# ContSequential

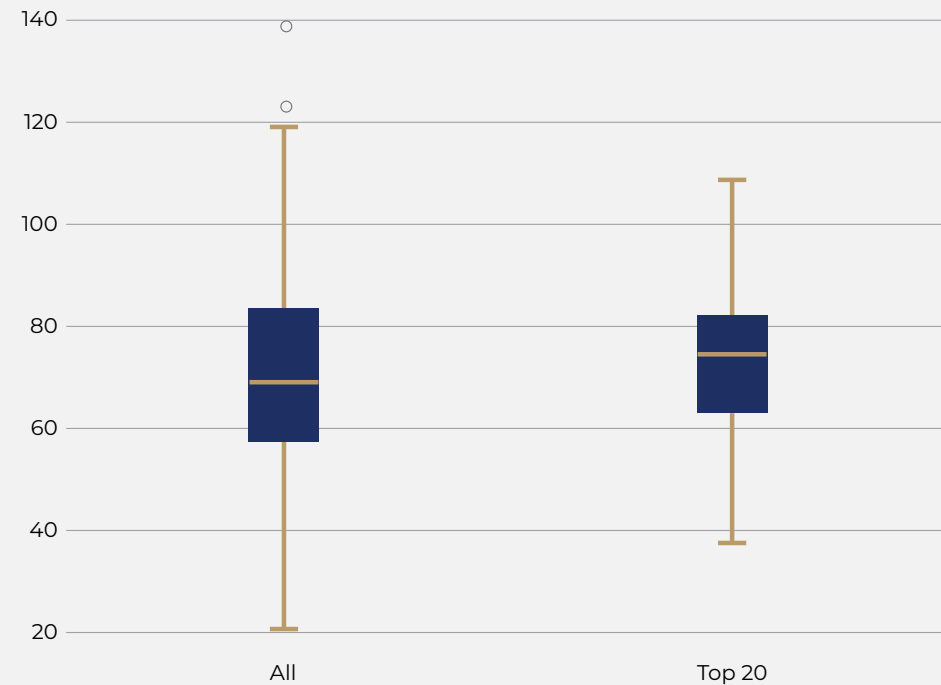
*What's the headline that gets more CIOs to open your newsletter? What's the best time to send a eDM to a CFO in Malaysia? What type of content will get the most engagement for the second touch?*

Now, more than ever, B2B buyers employ the web to make purchasing or specification decisions. They source and compare solutions and providers in detail at a time and place to suit them. Enterprises have to respond by raising their content and outreach games in a bid to capture a greater share of this online interest.

But once potentially interested parties land on your site, via a conversion-optimised eDM or paid PPC campaign, great SEO, or social, what happens next? How do you ensure that they receive the right content for their needs, have a more relevant buying journey and, critically for you, do something to become a more likely prospect and ultimately, a customer?

While no small feat for any-sized company, that's a Herculean task for larger organizations, who grapple with the sheer complexity of their offering and the wealth of associated content. The human effort involved in planning the content journey at any meaningful scale is enormous and generally cost-prohibitive.

With **ContSequential**, we use AI/ML to predict what content and in which possible sequences would work best to get the desired outcomes from a specified prospect persona. Even when you already have prospects well on their way, ContSequential can help course-correct and nudge back those who have drifted off.





## What's Next

The potential effect of AI/ML on the overall marketing function is transformative. It's on par with the arrival of the Internet decades ago. It shows great promise and as we demonstrate with **LeadCleanse**, **ChurnSense**, **OmniCheck**, **SmartSpend** and **ContSequential**, marketers have an array of practical applications at their disposal to use AI/ML effectively and integrate it with or complement the processes they're already using.

Talk to us to find out how you can put them into action today.

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