Marketers need to be able to provide great results in a predictable, accountable way, so they can meet and exceed corporate objectives, maintain and grow their budgets – and earn their bonuses. This can be achieved through ProRelevant's Marketing Machine. Our new Marketing Machine RCT provides a new way to build models to connect mass media and one-to-one marketing activities to sales. RCT (Randomized Control Trial) uses built-in machine learning and artificial intelligence to provide the gold standard in measurement of the impact and ROI of marketing.

BUILDING

A MARKETING

MACHINE

ONE GEAR

AT A TIME

Smart marketers know that past messages improve the likelihood of conversion for all subsequent messages. They have been using A/B testing but now they can intelligently look at historical marketing activities to determine the best mix and sequence of activities to optimize conversion.

MARKETING MACHINE RCT:
OPTIMIZE ONE-TO-ONE COMMUNICATIONS MIX
AND SEQUENCE FOR BEST RESULTS

Optimizing One-On-One Marketing – Using Machine Learning and Artificial Intelligence

For mid-tier marketers spending between $5million and $100million, especially those with direct consumer relationships, Marketing Machine RCT optimizes their communications so they can squeeze all they can out of their limited marketing budgets.
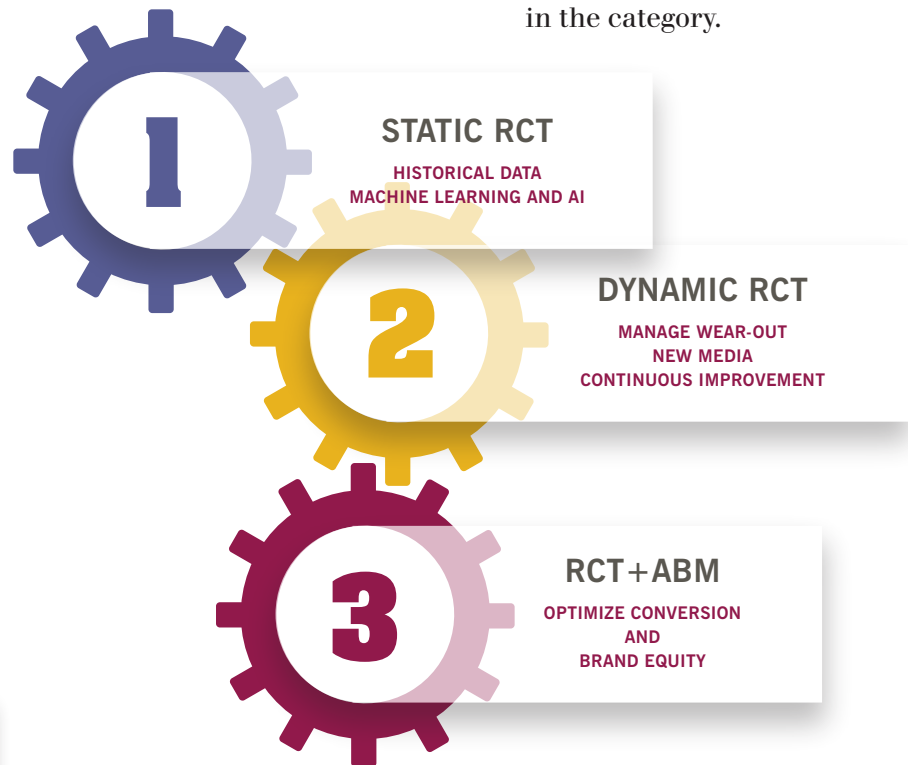
Static RCT

Marketing Machine RCT uses historical data sets to determine which mix and sequence delivered the best results. It can include just one-to-one communications but can also be expanded to include (anonymized) online activities as well as mass media to provide a full, surround sound approach to marketing optimization.
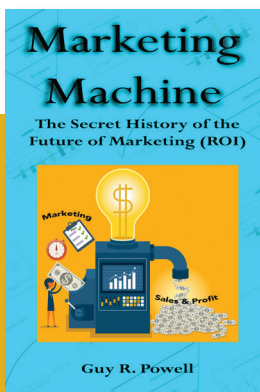
Dynamic RCT

Dynamic RCT works to dynamically assess current and planned activities to continue to deliver the best results from their marketing investments. With Dynamic RCT marketers can manage creative wear-out, fold in new creative and continue to look for new combinations, sequences and timing of marketing activities.

RCT+ABM

With Agent-Based Modeling (ABM) ProRelevant adds the best of these two techniques to help marketers optimize their media when building the brand so they can trade-off short term sales conversion with long term brand equity building (E.g., awareness, purchase intent, brand relevance) while also incorporating competitive activities in the category.

Ask about our 3-part series on building a marketing machine.

1
STATIC RCT
**HISTORICAL DATA
MACHINE LEARNING AND AI**

2
DYNAMIC RCT
**MANAGE WEAR-OUT
NEW MEDIA
CONTINUOUS IMPROVEMENT**

3
RCT+ABM
**OPTIMIZE CONVERSION
AND
BRAND EQUITY**

**Marketing Machine
The Secret History of the Future of Marketing (ROI)**
*For a detailed look at building
MARKETING MACHINES,
download the book from amazon.com or lulu.com*

Marketing Machine
The Secret History of the Future of Marketing (ROI)
Guy R. Powell

BUILDING MARKETING MACHINES

BY PROVIDING STRATEGIC AND

TACTICAL MARKETING ANALYTICS

AND CONSULTING FOR BRANDS

LOOKING TO GROW THEIR SALES

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