Reliable Artificial Intelligence

CTG's AI Solutions Improve Sales and Marketing

AI Solutions That Bring Value Where It Matters Most

Trade Promotion Optimization

- Resource allocation optimization to decide which promotions to run, where, when, and to which audience

- Joint optimization for marketing, inventory, and manufacturing

- For end customers and wholesale customers

  – Customer segmentation

  – Demand prediction

- For marketing efforts

  – ROI prediction

  – Uplift analysis

Sales and Marketing

- Propensity to buy to cross- and up-sell wholesale customers

- Wholesale customer lifetime value prediction

- Active learning: optimal experimental marketing campaign design

Customer Service and Retention

- Wholesale customer churn

  – Explainable AI: reasons to churn

  – Uplift analysis on churn prevention campaigns

Data Augmentation

- For competitors, wholesalers, and end customers

  – Geospatial data ingestion

  – Market and trend analysis

  – Data enrichment (web scraping and open data)

AI Monitoring and Maintenance

- Ensure performance of AI in production

- Inform business about changes in customer behavior (data drift)

- Extract business insights from AI-driven decision making in production

LEARN MORE NOW!

*Email us at **info.be@ctg.com** or visit our website at **https://be.ctg.com/solutions/application-solutions/artificial-intelligence/***

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