



Enabling Precision Marketing through Predictive Analytics

"By identifying true customer behaviors and patterns, we enabled this client to focus on its customers rather than competition which quickly enhanced their marketing strategies and that's how technology enabled them to target potential customers from the crowd."

**- Konain Qurban,
CEO, FTI**

THE CLIENT

A PKR 120 Billion Mutual Fund and Financial Services Company approached Frontier Technology Institute (FTI) for advice on improving their target marketing and customer acquisition.

THE CHALLENGES

Our client had been incurring a high cost to acquire a customer. This was, primarily, because the personas of potential investors were not being adequately determined and recorded. As a result, multiple campaigns were being run on a trial-and-error basis leading to an increased customer acquisition cost.

Additionally, our client was facing the challenge of having investment accounts being opened but not as many being funded. The operating procedure of our client required a welcome call to be made to every account holder and guide them regarding investments to ensure they register a deposit. However, due to lack of an effective lead assigning procedure in place along with having a limited capacity of call center operators, many potential investors could not be targeted resulting in an alarmingly low investment ratio.

THE SOLUTION

Over a 12-week period, our team of data scientists and data analysts created a detailed roadmap outlining a set of activities and deliverables to improve our client's target marketing. Business understanding was given utmost importance and all key stakeholders and business units were interviewed to gain crucial insights into their operating procedures. Based on the information



gathered and data provided, a machine learning model was designed which was able to predict the probability of a customer becoming an investor. Simultaneously, a segmentation model was also developed which was able to distinguish deep pocket customers from the rest along with investor personas.

KEY TAKEAWAYS

Our client received expert guidance on what customers to target, and in what order. The Marketing team was able to identify potential investors, beforehand, which helped them to carry out precision marketing to generate quality leads. The Call Center Unit was able to differentiate between investors and non-investors from their list of customers which enabled them to appropriately manage their lead assigning procedure resulting in a high conversion rate. This, in turn, increased their investment ratio, considerably reduced their customer acquisition cost, and meet their yearly targets through precision marketing.

ABOUT FRONTIER TECHNOLOGY INSTITUTE (FTI)

Frontier Technology Institute (FTI) is a Data Science & AI Training and Advisory company focused on helping organizations solve complex data challenges, improve business analytics, and optimize business performance. Our goal is to deliver tremendous value to our clients by transforming their raw data into analytics-ready assets, and by providing critical insights needed to make better decisions. We focus on emerging technologies in data management, business intelligence, and digital transformation. Our core services include advisory and consulting, solution implementation, enterprise AI, and training. For more information, visit us at **www.frontiertechnologyinstitute.com** or contact us at **info@frontiertechnologyinstitute.com**.

