Drive eCommerce Conversions with Predictive Models Fueled by External Data

The benefits of data science with Explorium

Boost conversions with machine learning models

Increase ROAS by targeting the right customers

Identify and target repeat customers to drive revenue

Improve customer experience with effective personalization

Accelerate delivery with expert data science services

Improve insights with the right external data enrichments

Explorium's eCommerce solution combines an end-to-end platform, thousands of external data sources, and expert services for an accelerated time-to-insight.

Customer data drives eCommerce marketing. However, most companies are still trying to analyze data using BI tools, which do not provide the most accurate insights. By leveraging machine learning (ML) models, companies get the right insights to drive the conversion of more customers and increase revenue. If you want to make better predictions about who will purchase but are concerned about the efforts and resources required, then an automated end-to-end platform is the right solution for you.

Adhere to privacy restrictions and find the best external data
Especially now, as the customer journey becomes more difficult to track and measure, conversion modeling can be the key to effective optimization and decision making. Explorium pulls insights from external data sources including public websites, trusted premium data providers, and proprietary algorithms and enriches your data for more accurate insights. As cookies turn more restricted and as iOS 14 limits the use of IDFA, getting more relevant data within privacy guidelines and regulations is essential for optimizing results of targeting potential and returning customers.

Reduce complexity with an end-to-end platform
Explorium is the first end-to-end data science platform powered by augmented data discovery and feature generation — connecting to thousands of external data sources to find the most relevant enrichments. Used by leading eCommerce companies to increase conversion with better optimization and personalization, the Explorium platform and services accelerate the adoption of machine learning models and cut the associated efforts. The deployed model can be integrated with your marketing systems or third party solutions (such as Facebook) to turn insights into ROI.

Leverage expert deployment and education services
Our expert data scientists work with customers across all levels of maturity to accelerate deployment and ensure results. If you do not have a data science team in place, we will manage the system's onboarding from initial data collection to insights and deployment, and educate your team on how to use the platform moving forward. The Explorium platform provides the necessary APIs to be integrated directly into your marketing systems.

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"Explorium allowed us to easily segment our audience and use data we didn't have to predict what kind of products and services they'll want to see."

Nadav Yekutiel, Head of Product Analytics & Data Scientist, GlassesUSA.com

GlassesUSA.com™

To learn more about Explorium for eCommerce read the GlassesUSA case study

Build models that fit your use case

Using machine learning models can boost conversions by providing better insights into several use cases, even just by leveraging your internal data. For every user who visits your website, the platform allows you to predict their propensity to purchase, their conversion value, and which products they are likely to buy.

Explorium's eCommerce customers use the platform for:

Targeting optimizations: identify the customers most likely to purchase (where possible, based on LTV modeling) and optimize marketing spend to increase ROAS or ROI

Actionable personalization: provide buyers the right products, promotions, and experiences, using ML models to identify which are likely to result in the highest cart value or LTV

Targeting repeat buyers: identify repeat buyers to increase volume and reduce churn

About Explorium

Explorium offers a first of its kind data science platform powered by augmented data discovery and feature engineering. By automatically connecting to thousands of external data sources and leveraging machine learning to distill the most impactful signals, the Explorium platform empowers data scientists and business leaders to drive decision-making by eliminating the barrier to acquire the right data and enabling superior predictive power.

For more information, visit www.explorium.ai.

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