

Increase

Overview

The client is one of the largest e-commerce companies in the world with over 70 businesses that span retail, digital content, communications and financial technology. With this reach and influence, they bring the joy of discovery to almost 1.3 billion members across the world. The company's affiliate marketing group services thousands of clients to help online retailers generate sales and traffic by publishing marketing campaigns on external websites. Despite the availability of large amounts of campaign data, it was extremely difficult for Account Managers to collate data and provide personalized recommendations in a digestible way to all of their clients. This was particularly true for “self-service” clients that received little to zero support from the client services team.

The Solution

In an effort to better serve the thousands of clients in the affiliate marketing group, this internet powerhouse partnered with Narrative Science to leverage its natural language generation (NLG) platform, Quill, to automate personalized performance reports.

The reports are now sent to advertisers on a more frequent basis that include detailed insights of how to better optimize their campaigns – including top/bottom performers, partnership opportunities, and suggestions to better position their campaigns to increase click volume, conversions and ultimately sales. The ultimate goals of the project are to increase retention rates, provide personalization at scale, increase engagement in the Advertiser Dashboard tool, and enhance client experience.

PUBLISHER PERFORMANCE

Top Increaseers	Top Decreasers	Top New Publishers
Masked Publisher #30 (30)	Masked Publisher #21 (21)	-
Masked Publisher #77 (77)	Masked Publisher #7 (7)	-
Masked Publisher #366 (366)	Masked Publisher #105 (105)	-
Masked Publisher #199 (199)	Masked Publisher #809 (809)	-
Masked Publisher #42 (42)	Masked Publisher #877 (877)	-

Masked Publisher #30 was the top increaser in sales for the current month (\$16,664), showing an incredible 247% month-over-month increase. Masked Publisher #30 accounted for 38% of sales, a 23 point increase from last month. The top decliner, Masked Publisher #21, saw a decrease in sales of \$3,705, showing a 82% month-over-month decrease. Reach out to explore new optimization opportunities.

In addition to being the top sales increaser, Masked Publisher #30 also had largest month-over-month sales growth with 247%. Masked Publisher #366 was right behind with 214%.

Masked Publisher #77 was the top publisher by orders (594), although Masked Publisher #197 recorded the largest increase in orders month-over-month (800%). Masked Publisher #690 had the largest decrease in orders month-over-month (100%).

In terms of clicks, Masked Publisher #30 and Masked Publisher #77 saw the greatest rise month-over-month (up 28,978 and 2,726, respectively). Masked Publisher #925 had the largest decline in traffic (down 7,656).

Contact your top new publishers to optimize your partnership!

Expected Results



\$1.4M

generated in
revenue



>\$50k/year

in time savings for
internal account teams



20% decrease

in churn

What our customers are saying



We needed a way to reach 1,000 clients per month with actionable, tailored insights. Rarely do technologies offer scale while keeping personalization at the forefront, but the Narrative Science team did just that for our self-service advertiser group. They are rockstars!

Senior Vice President

Group Product Operations, Global e-commerce company



About Narrative Science

Narrative Science creates software that writes stories from enterprise data to drive understanding and results. Powered by artificial intelligence, our technology automatically turns data into easy-to-understand reports, transforms statistics into stories, and converts numbers into knowledge.

Narrative Science works with customers including Deloitte, USAA, Credit Suisse, and members of the U.S. intelligence community, empowering them to understand and act on key business metrics, make better decisions, and focus talent on higher-value tasks -- all through the power of data storytelling.

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CASE STUDY

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