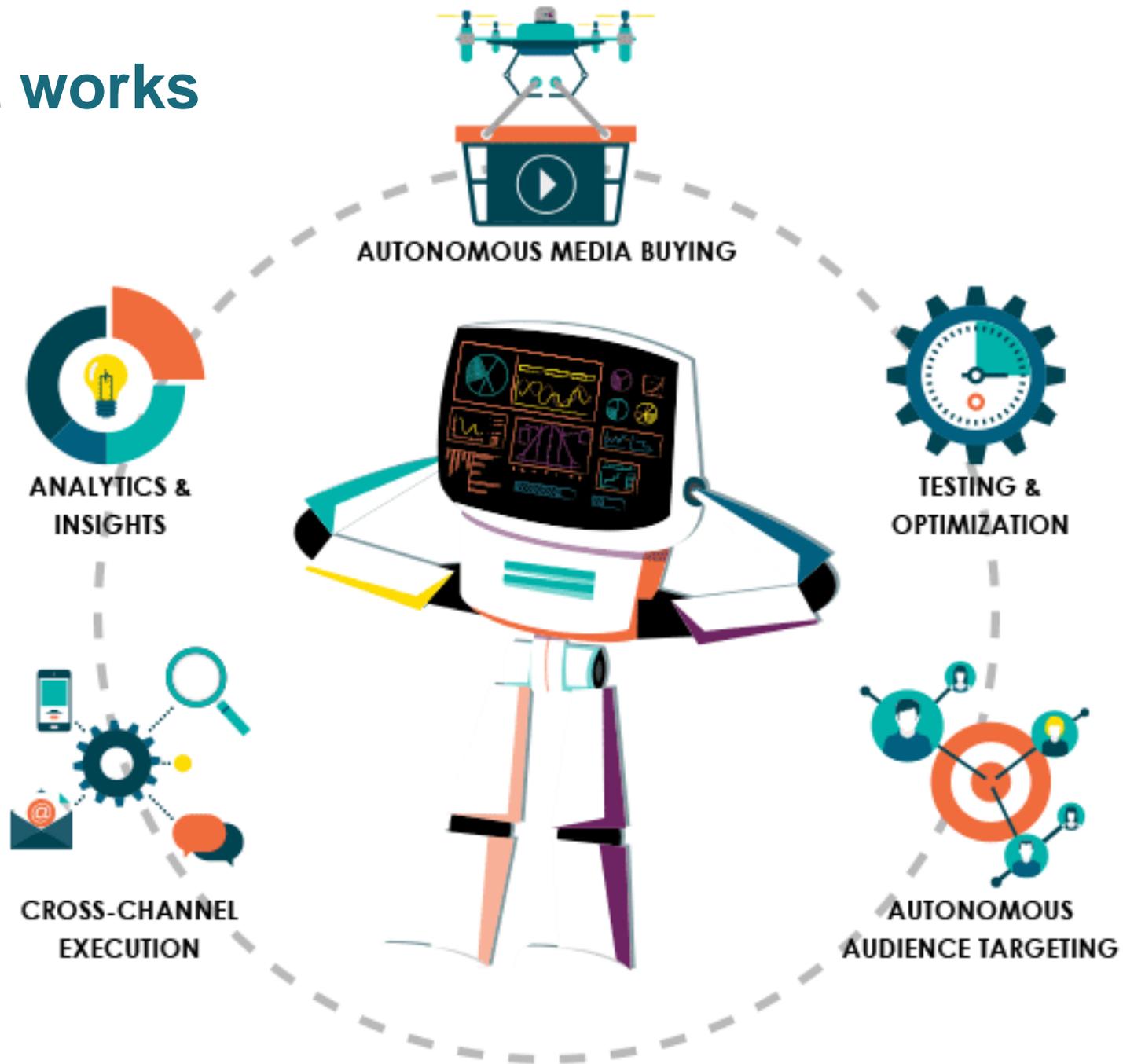


How Albert works



Albert™

DELIVERED BY marketics

RedBalloon case study

CHALLENGES

- Massive brand awareness, but ever-reducing consideration
- Skyrocketing cost of customer acquisition - from 5 cents to almost \$50
- Hunger for a tech solution to make better investment decisions autonomously and efficiently
- Difficulty connecting the brand emotionally with customers.
- Getting lost in attribution, pulling the SEM lever over and over again, talking to the same audiences, and creating the same campaigns with diminishing returns.



RedBalloon case study

SOLUTION

- A data and insights-led approach to digital marketing
 - Large rapid scale multi-variant testing of creative to find the most effective messaging
 - New audience discovery by processing customer interactions and transaction history
- All while autonomously analysing and revising these decisions daily based on changing customer behaviors and patterns



RedBalloon case study

RESULTS

25%

Reduction in cost of customer acquisition

751%

Reduction in total cross-channel costs
conversions

40%

Increase in Facebook

