

Artificial Intelligence

Data science to serve our clients.

We build algorithms and specific models to maximize results.

One thing is clear at Rebold: we know that no single client or campaign is like any other. That's why we build customized models and algorithms for each campaign and incorporate them in the activation technologies we use. We base this process on a specific classification that we create from raw data, adapting it to meet the clients' needs, optimizing the campaign decision-making processes.

Rebold AI includes three types of models:



Affinity index profiling



Propensity models



Bid context models

CASE STUDY

Insurance company

Challenge

A leading insurance company wanted to capture new clients for its home, car and motorcycle products through its digital channel. The aim was to generate as many new contracts through its website as possible, at the lowest cost.

Solution

We incorporated Rebold Artificial Intelligence as part of the programmatic campaign, building specific models and algorithms for each product, target audience and promotion. We then adapted them daily to the specific traits of each type of insurance policy and their potential consumers. This maximized results and the number of insurance policies contracted.

Results

After a 63% lift in CPC and 63% in CPL, the brand decided to keep the campaign active indefinitely. The dramatic increase in sales that followed affirmed Rebold's role as a strategic partner for the brand's digital marketing success.