

# Which Model is Right for You?

Start Here!

## How Much Data Do You Have?

Go you!

Barely Any!  
We are new on the scene!

Tons! We are data pack-rats!

Pretty Good Amount...we wish we had more!

What behavior do you want to model for?

What's your marketing goal?

Generate Response

Good Payment

Identify LTV

Increase Profit

Reactivate Old Customers!

Try to organize your data as you grow!

### On Demand Model

Built with an internal model development sample, it is a great fit for new to market players or niche products. Choose from ready to use models like Social Clone Model, Response Model for Merchandise or Internet Generic Payment Model.

### Binary Model

Binary models predict the probability of a single action. The answer is always on the scale of No to Yes, 0 to 1. They are proven performers and the gold standard for predicting response, product propensity and price sensitivity.

### Multi-Behavior Model

Multi-behavioral models predict the estimated profit value of an audience. Instead of focusing on a single action, they simultaneously predict the probability of many actions and incorporate profit values for each possible outcome.

#### On Demand Model Superpower

**Predicting Basic Behavior**  
Works well for new to market players with limited history and data or a niche product with a similarly limited reach and history.

EFFECTIVENESS:

Not bad for not building off of your data - it is a great place to start

DATA NEEDED:

None

DEVELOPMENT TIME:



#### Binary Model Superpower

**Predicting Custom Behavior**  
Works well for single order or subscription offers with low bad-debt/return costs (e.g. Payment vs. Non-payment)

EFFECTIVENESS:

Strong

DATA NEEDED:

Promotion File + Response File

DEVELOPMENT TIME:



#### Multi-Behavioral Model Superpower

**Predicting Profit Value**  
Works well for free trial, introductory, or subscription commerce offers with high bad-debt/return costs (e.g. Response + Payment + 2 Shipments + 1 Return = \$11.50)

EFFECTIVENESS:

Excellent

DATA NEEDED:

Promotion File, Response File (with well-defined mutually exclusive behaviors) + Cost for Each Action

DEVELOPMENT TIME:



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