

CUSTOMER SPOTLIGHT

Leading education services company drives 50% savings in 17 days by using AI from Aible to improve prospect targeting

Company Profile

Leading global provider of specialist higher education and careers information and solutions.

Industry

Education
Administration Programs

Region

Global

Challenge

The Chief Data and Analytics Officer's team aimed to optimize their digital advertising budget allocation and overall marketing spend as they targeted prospects at recruitment events.

Solution

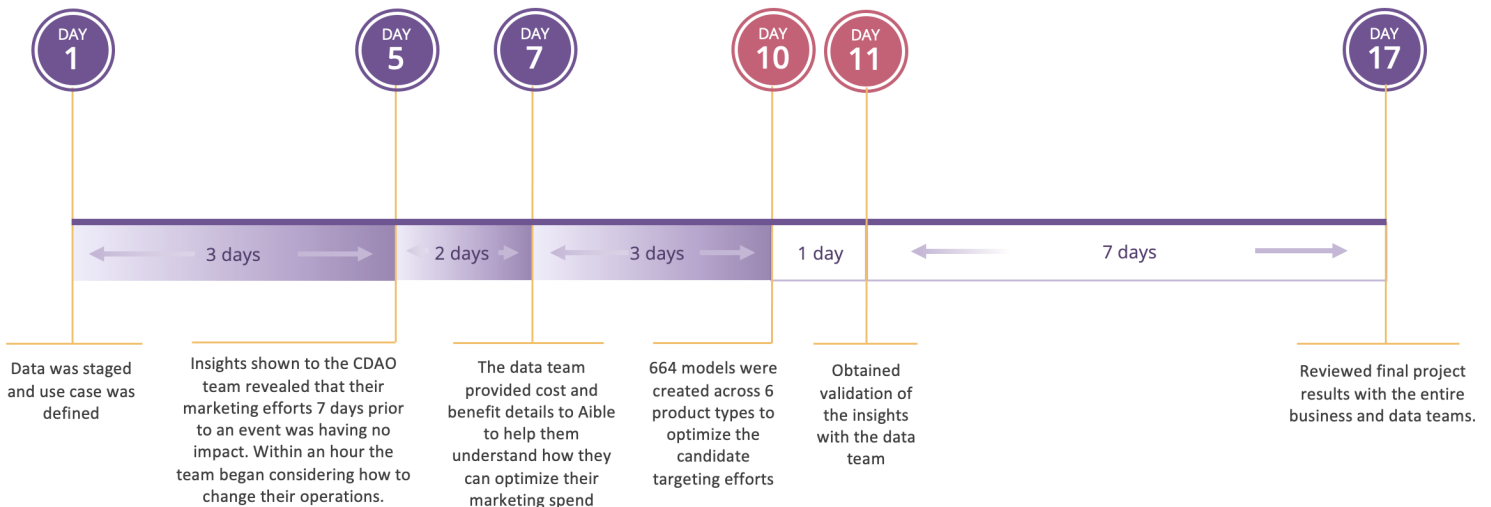
Customer and marketing spend data was staged in a secure AWS data lake. With cost benefit information, Aible identified only those prospects who had not yet made up their decisions, in order to optimize targeting and market spend. Within days, Aible identified patterns including one where their marketing efforts 7 days prior to any event wasn't delivering any business impact.

Use Case & Project Details

- **Use case analyzed:** Marketing spend optimization by targeting prospects (who hadn't made decision)
- **Potential Project Results:** 50% marketing cost savings
- **Time from data provision to project completion:** 17 days
- **Elapsed time from start of data evaluation to actionable insights on serverless infrastructure:** 8 minutes

Outcome

50% decrease in marketing spend without a change in conversion rate.



“Within 3 weeks, Aible demonstrated significant value. We are already spotting opportunities for further cost saving and are looking forward to the roll out.”

- Chief Data and Analytics Officer