

01 October 2024

Campaign
Live

Optimise your targeting with AI

Adam Ray
Founder & CEO

Laurie Wright
CSO



The AI era will not be defined as technology beginning middle and end.

It will be a defining period of renaissance providing three distinct items:

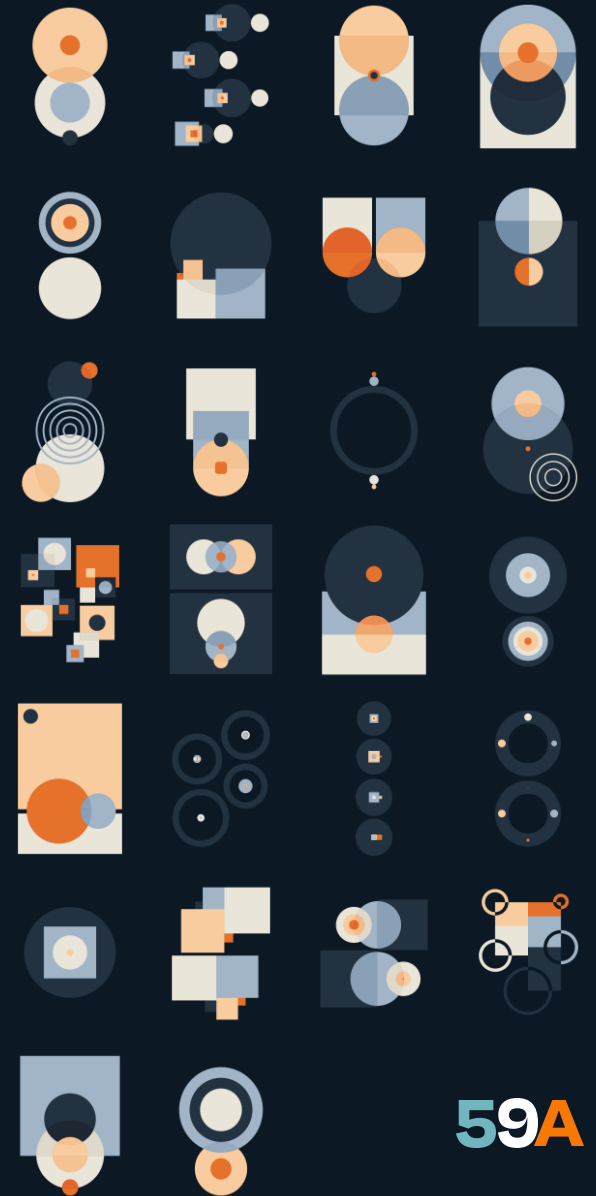
1. Complexity: possibilities and competitive advantage.
2. Clarity: the lens through which we interface with complexity.
3. Creativity: the great navigator.

We don't have to choose between them.

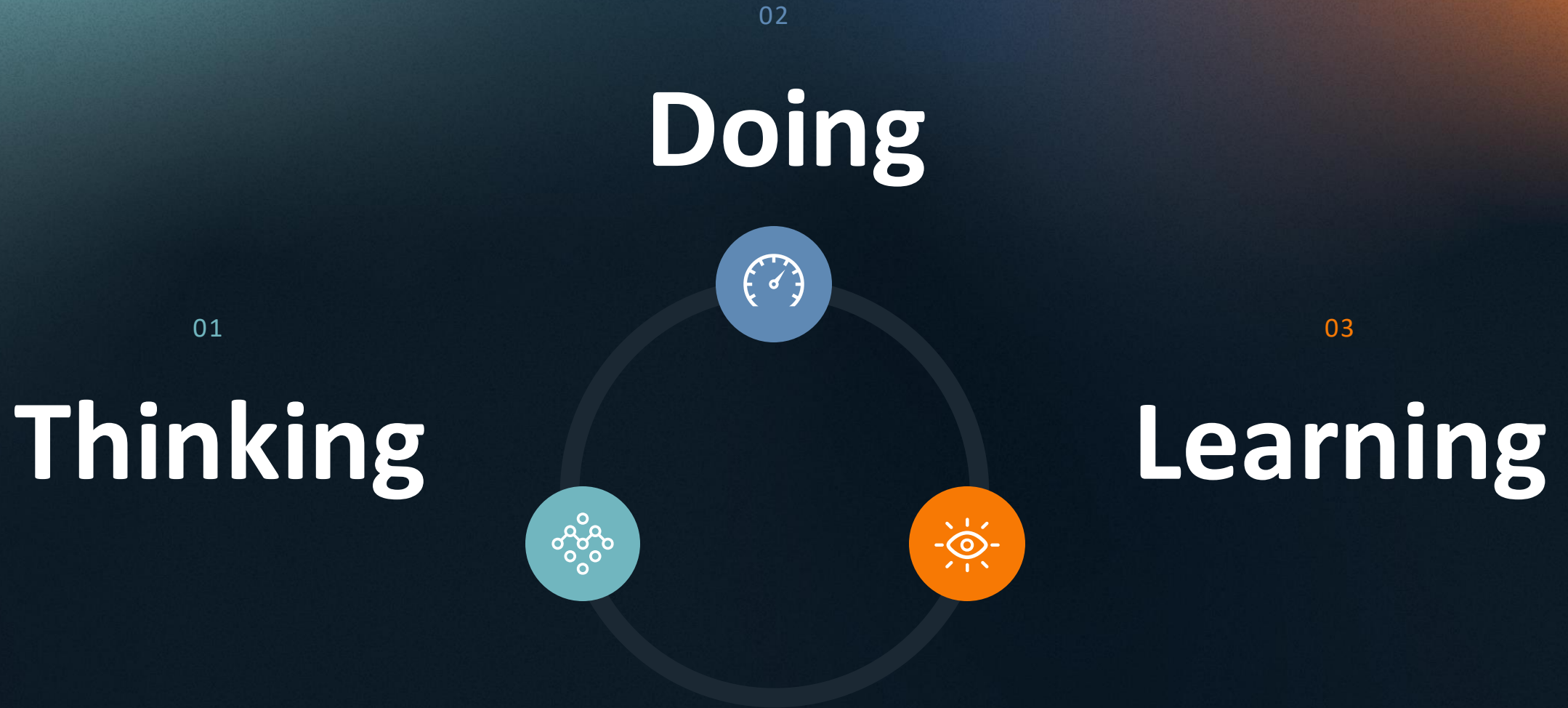
We bring all three together, and that's what makes our approach unique.

Today, we're showing you how we blend these three elements in our work.

It's not about balancing them - it's about integrating them seamlessly.



Optimise your ~~targeting with 'AI'~~ planning, buying, and insights.





01

Thinking



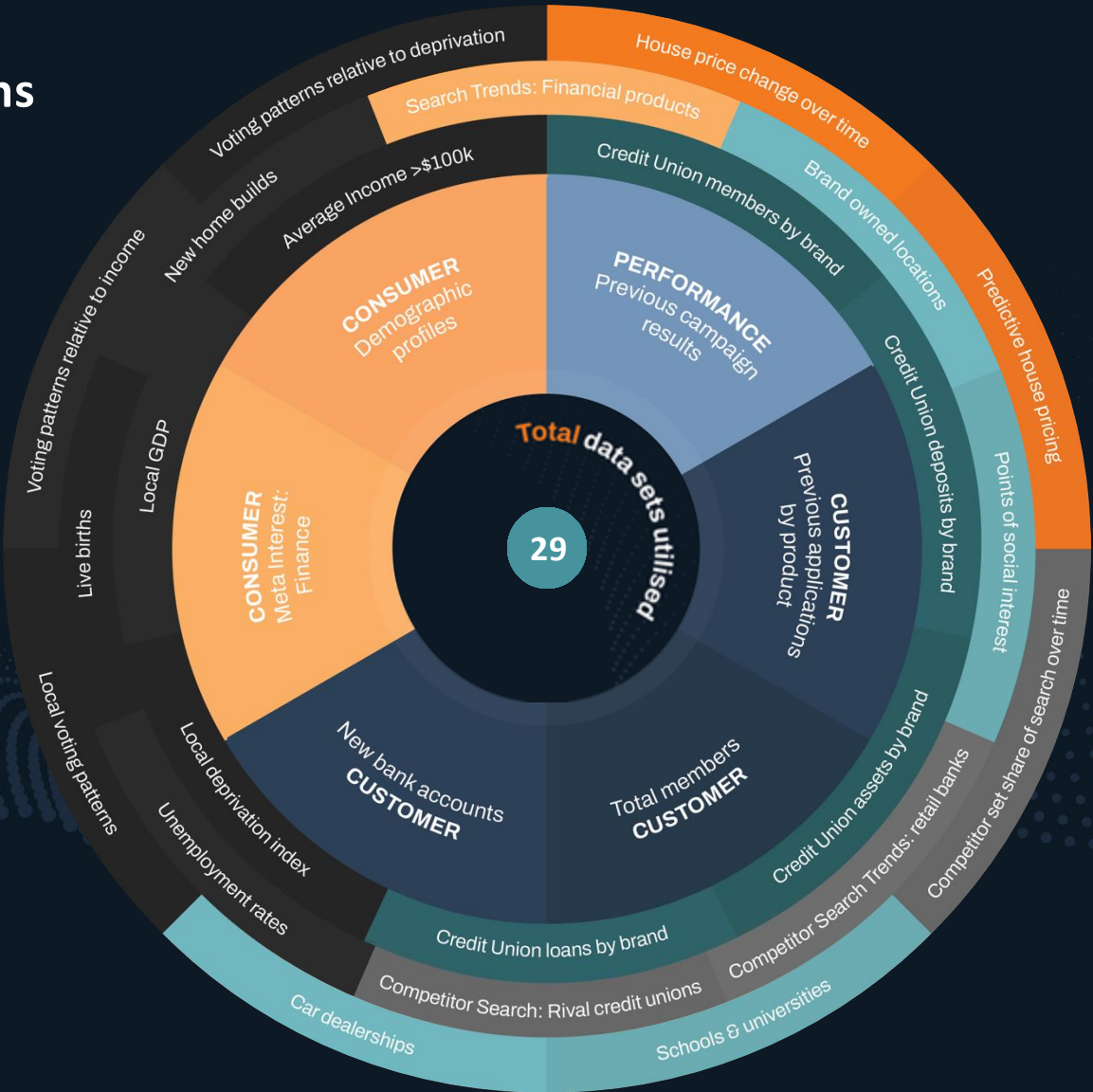
THINKING
more creatively
beyond platform limitations



Thematic Data Key

- PERFORMANCE
- CUSTOMER
- CONSUMER
- SEASONALITY
- LOCATION
- INDUSTRY
- COMPETITION
- MACRO

THINKING more creatively beyond platform limitations



139 million credit union members and 4,604 credit unions

Understanding the wealth of the American population

03 Consumer



Credit Union Members 139.2 million adults (54% of adult pop)

06 Industry



\$1.8tn Deposits, \$1.6tn Loans, and \$2.2tn Assets by Credit Union



139 million credit union members and 4,604 credit unions

Gaining clarity from within the complexity of American wealth

03 Consumer



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\$1.8tn Deposits, \$1.6tn Loans, and \$2.2tn Assets by Credit Union

05 Location



Locations and density of 6,604 credit union branches

Low volume 1
Average volume 2
High volume 3



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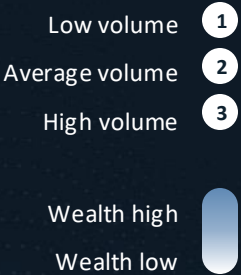
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05 Location

Locations and density of 6,604 credit union branches

08 Macro

Household income by 35,000+ zip codes



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Household income by 35,000+ zip codes

08 Macro

Localised GDP and deprivation data from 2019 onwards



- Low volume 1
- Average volume 2
- High volume 3
- Wealth high
- Wealth low
- Predicted growth ↑
- Predicted stability →
- Predicted decline ↓

Build with creativity in campaign design



Utilise the complexity of the data universe.



Leverage the real world to create clarity.



02

Doing



DOING means roaming, observing, pivoting, and evolving with complexity.



High Performance
Target Performance
Low Performance



Evaluation

Areas with more social points of interest (3+) perform better than those with typically less.

Action

Increase delivery in high POI areas.

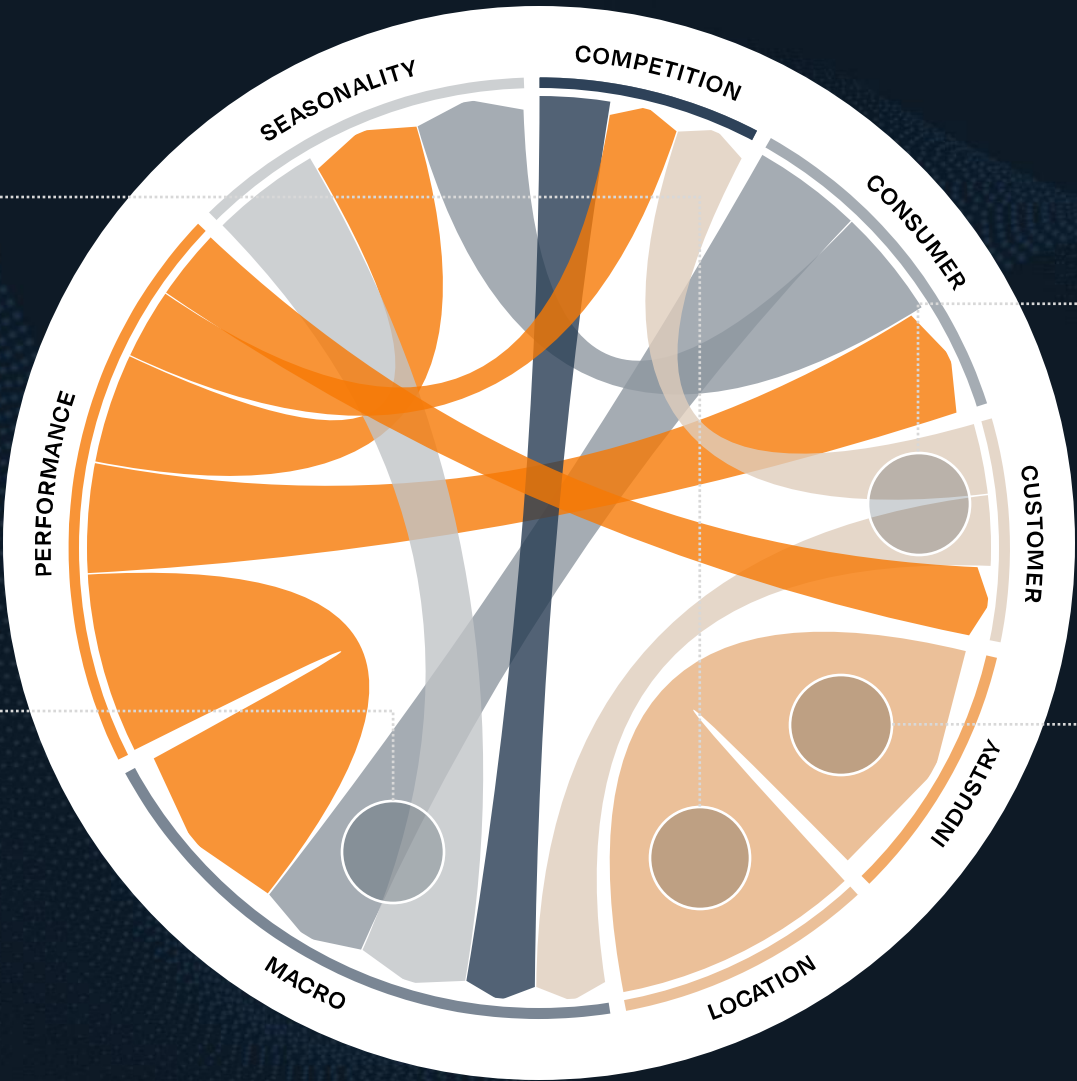


Evaluation

High income areas (+\$100k) are performing negatively versus lower income areas.

Action

Decrease delivery in high earning areas.



Evaluation

Lapsed customers are highly engaged.

Action

Increase delivery in areas where lapsed customers over-index.



Evaluation

Data sets from the Industry theme contribute to positive performance more than any other.

Action

Increase delivery in areas where Industry data sets over-index.

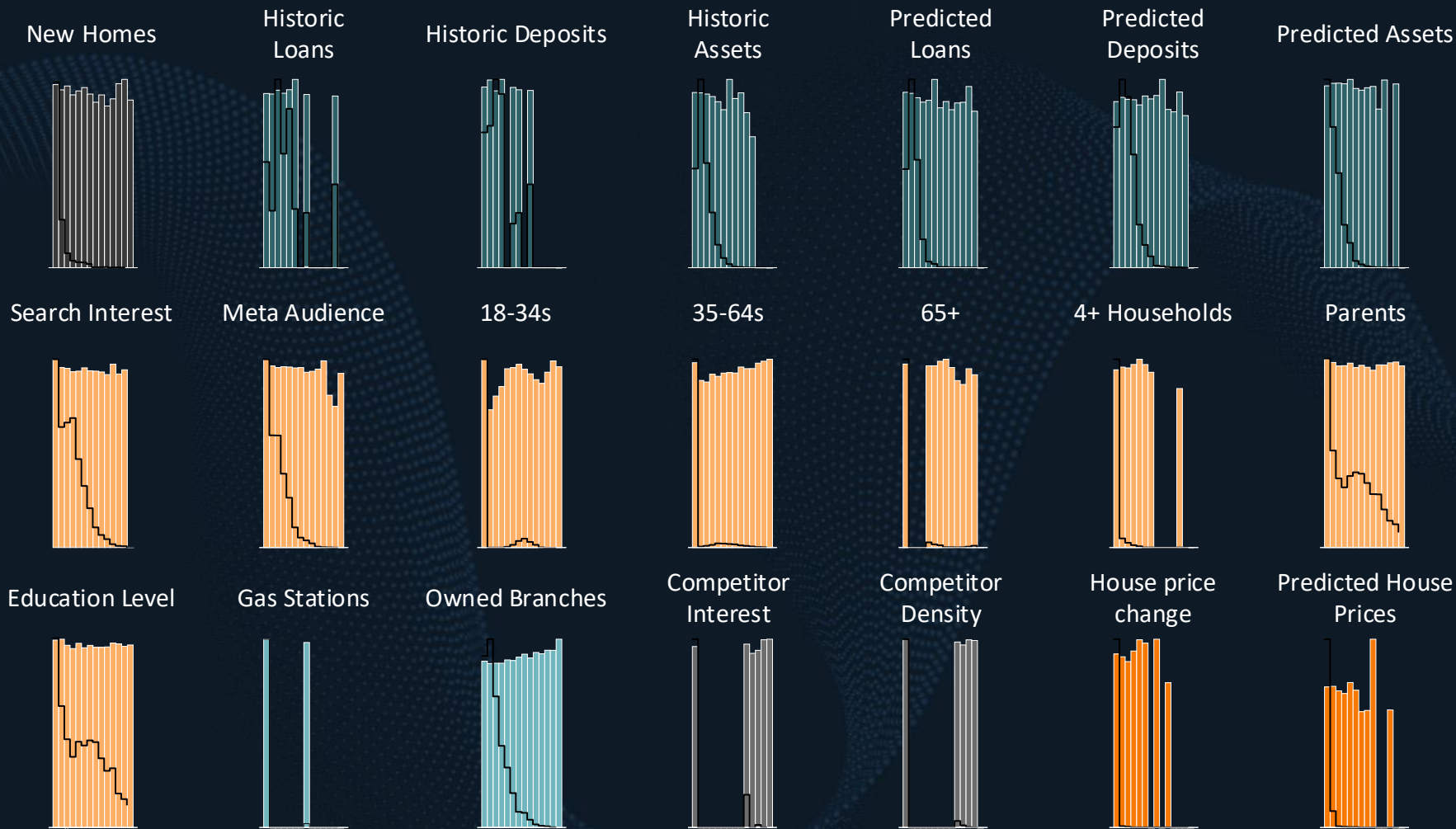


03

Learning



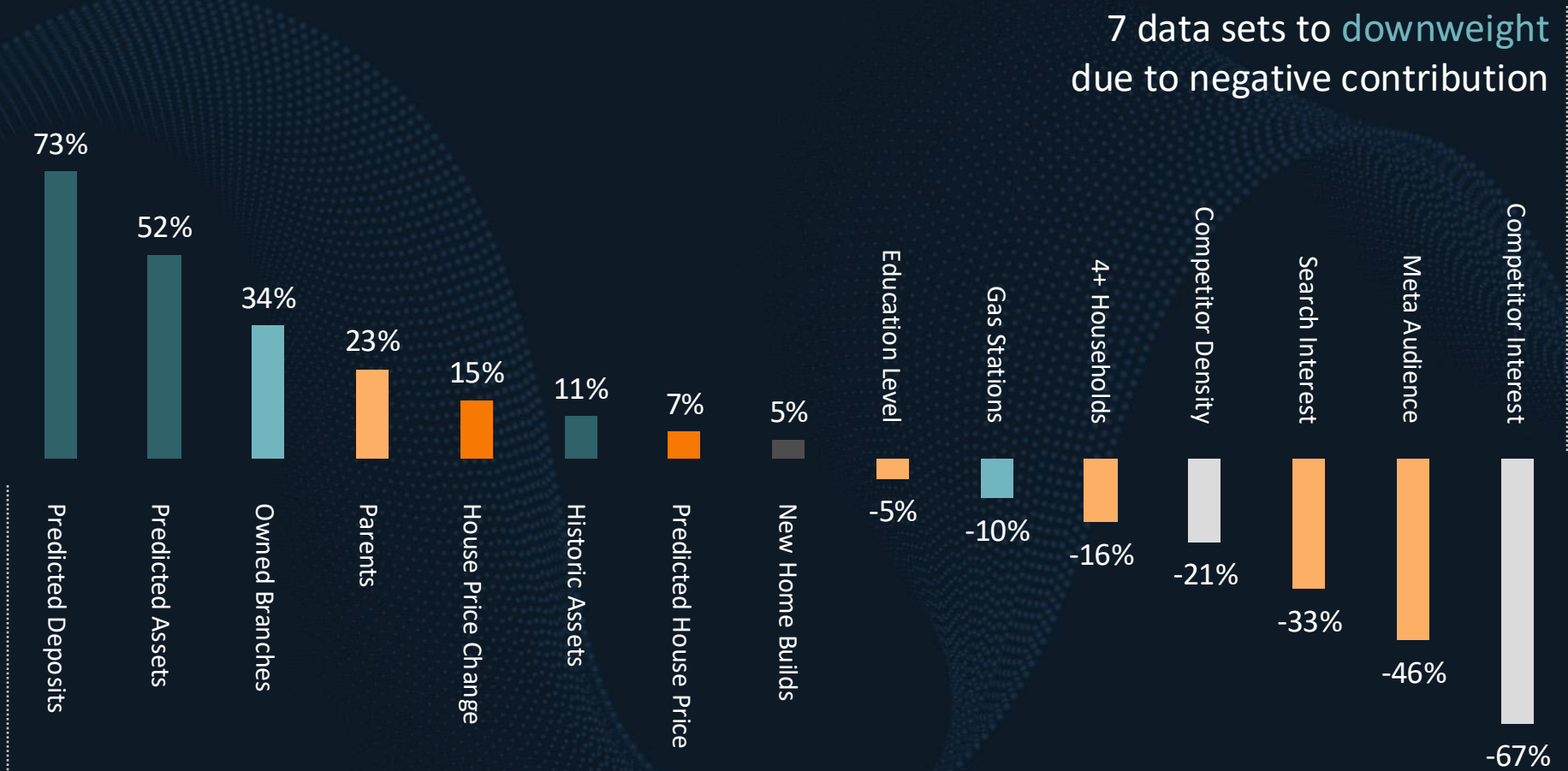
LEARNING with clarity what contributes to performance



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LEARNING with clarity what contributes to performance



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8 data sets to upweight due to positive contribution

LEARNING with clarity what contributes to performance



Evaluation

Data sets from the Industry theme contribute to positive performance more than any other.

Action

Weighting of Industry theme increased by 40%.

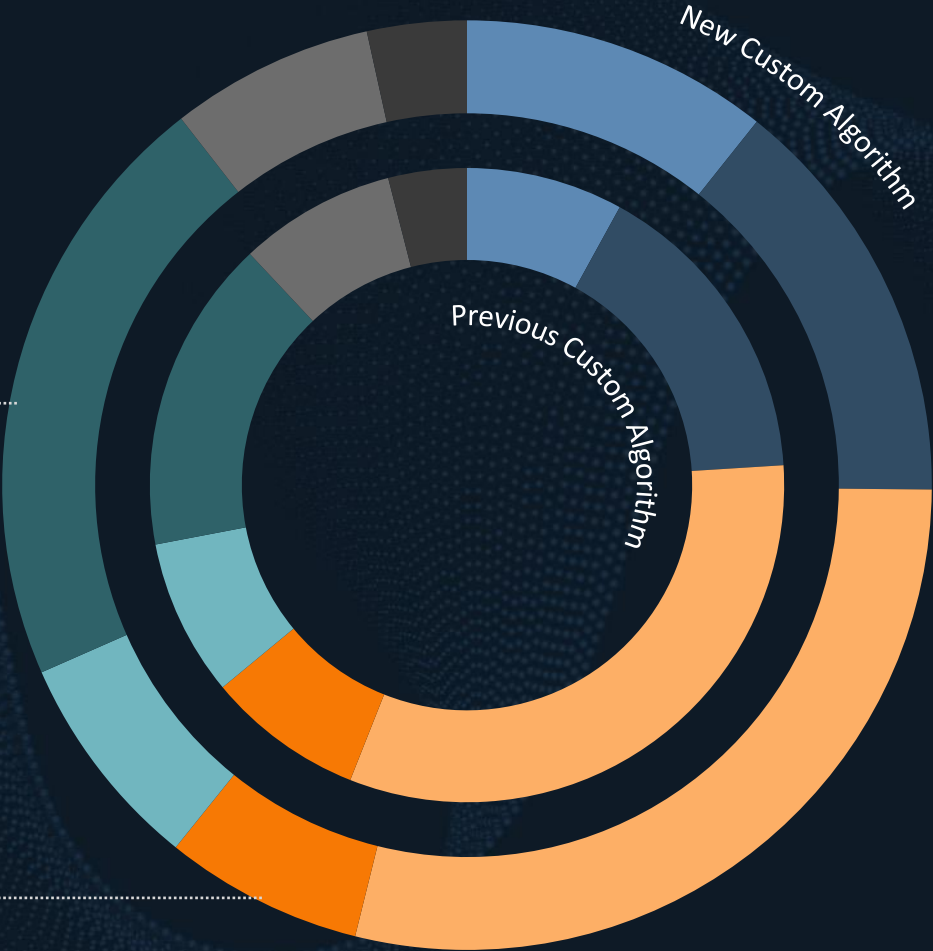


Evaluation

Data sets from the Seasonality theme drove in-week efficiencies versus previous approach.

Action

Heighten aggressiveness in in-week up and downweights



Thematic Data Key



PERFORMANCE



CUSTOMER



CONSUMER



SEASONALITY



LOCATION



INDUSTRY



COMPETITION

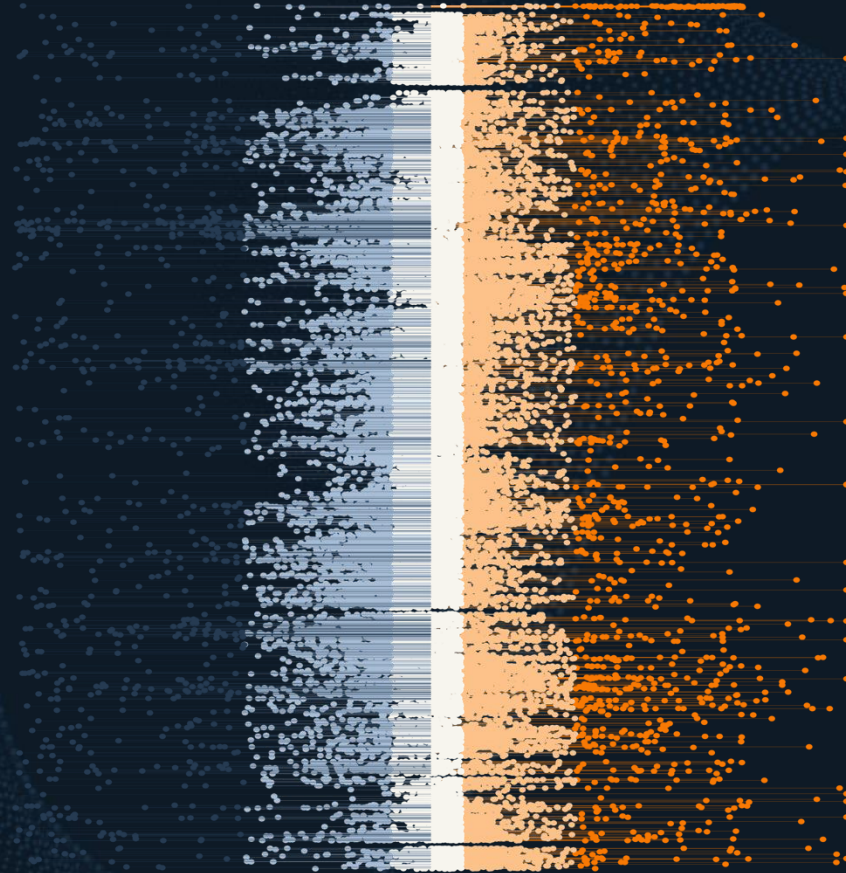


MACRO

LEARNING new and unforeseen opportunities

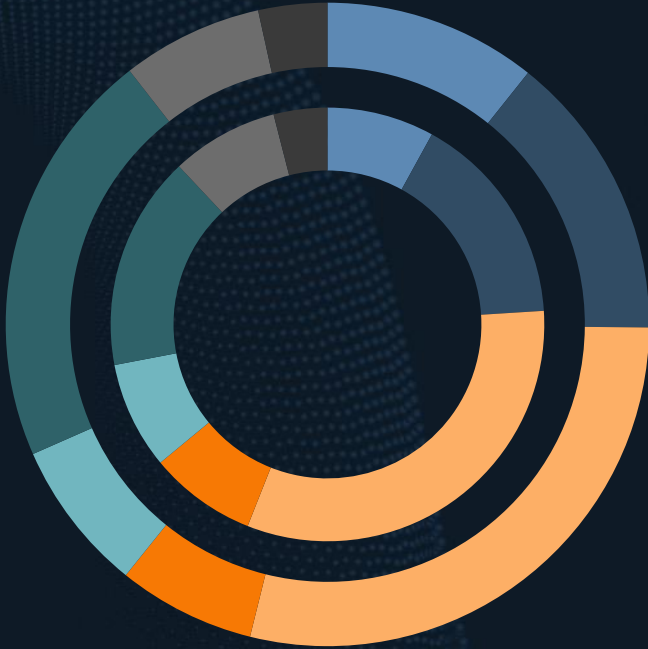


In areas where combined cash and asset wealth is expected to *decrease*, there will be an increase in membership growth.

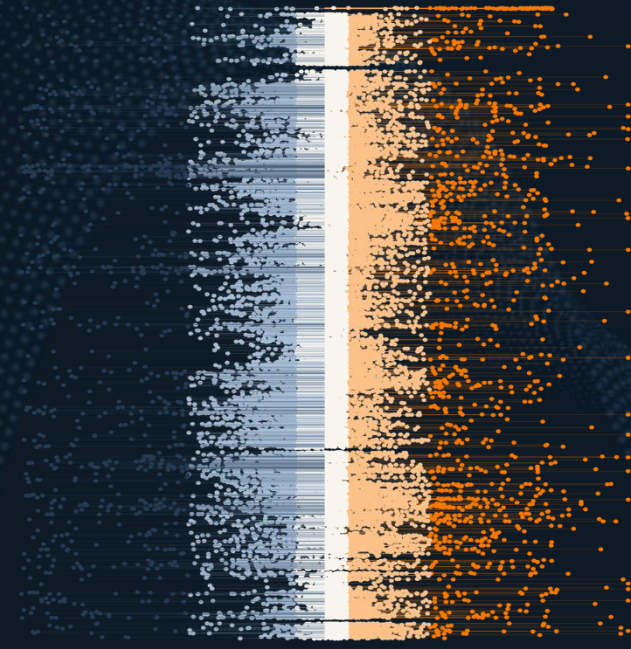


In areas where combined cash and asset wealth is expected to *increase*, there will be a decrease in membership growth.

Gain clarity on what truly drives performance



Create new opportunities from data complexity.



Ideate unique hypotheses for growth.

Optimise your ~~targeting with 'AI'~~ planning, buying, and insights.

Thinking



Build with **creativity** in
campaign design.

Doing



Wield **complexity**.
Roam, observe, pivot, evolve.

Learning



Gain **clarity** on what truly drives
performance.

01 October 2024

Campaign
Live

Thank You

contact
hello@59A.co.uk

59A