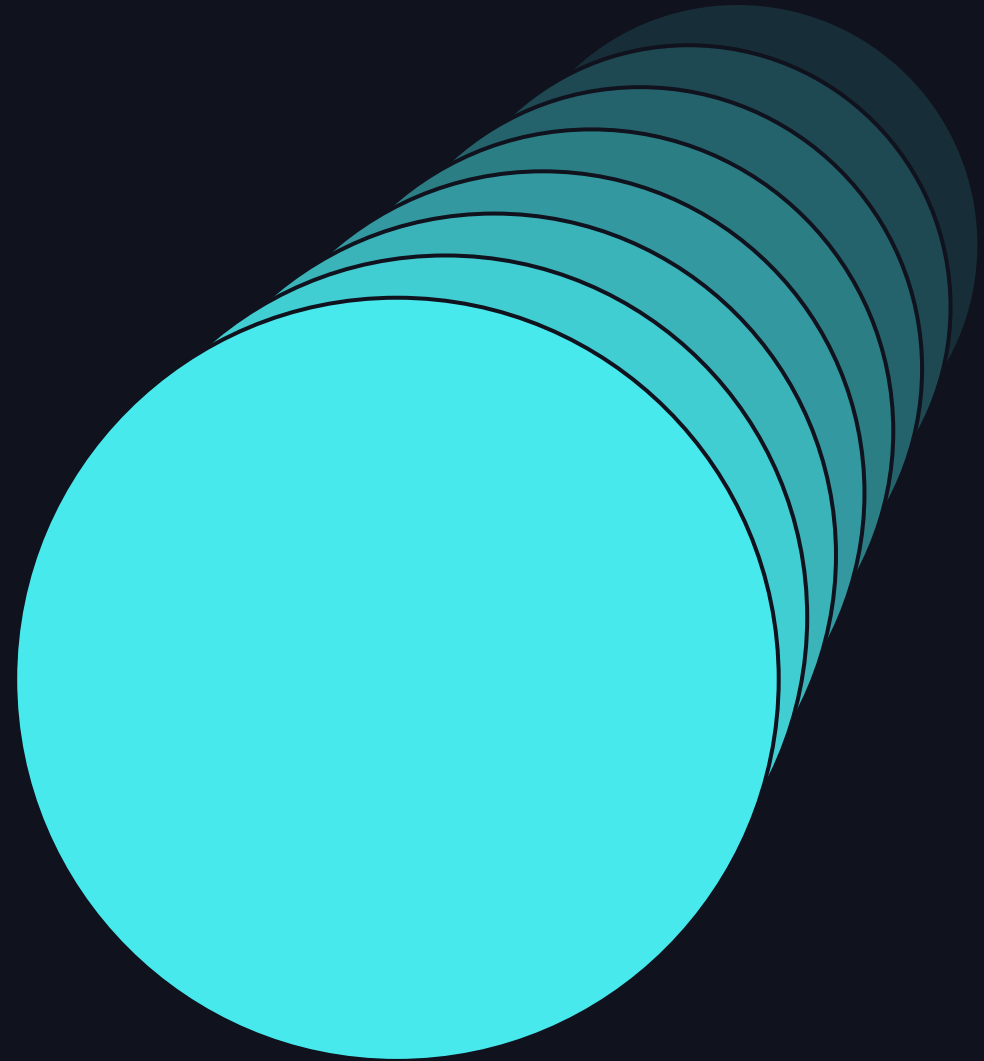


# Spark Ignited: Building Modern Marketing Team Using ML and Databricks

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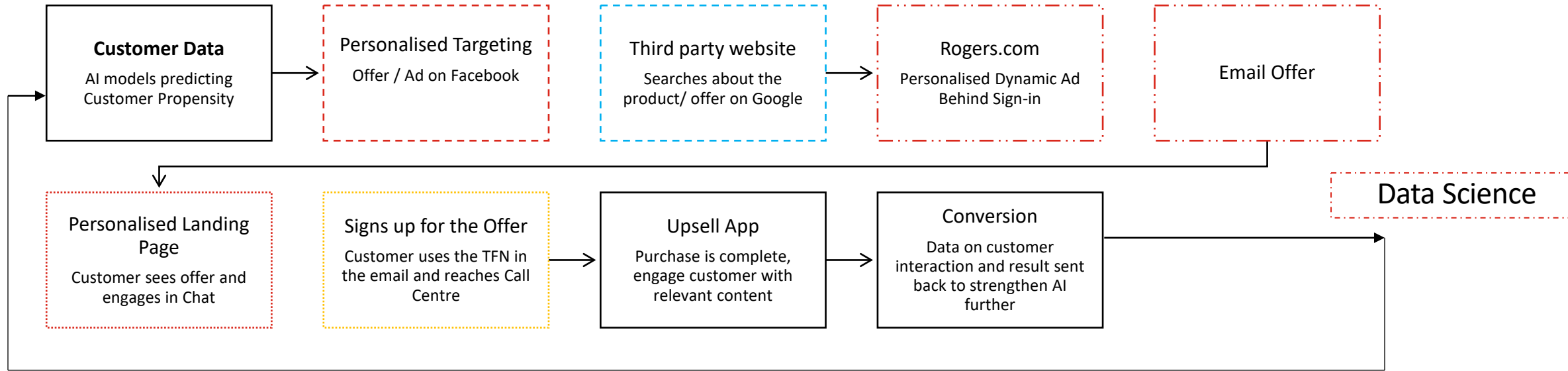
Mateusz Ujma, Ph.D.

Rogers Communications, Toronto, Canada



# Example of MarTech powered Campaign Orchestration Engine

MarTech today is shifting its focus from execution of campaigns to experience and journey of the Customer,



Data Driven, Customer centric approach that adjusts to individual customer needs in real time and across channels



- Customer & Market Data**
- Leverage Customer behavioral data across RCI ( RSM, TSC, etc)
  - Integrate 3<sup>rd</sup> party consumer data for insights & MoTs

- Real Time Data & Detection**
- Capture time sensitive Moments of Truth (MoT) data in low latency
  - Provide online and offline moments for RT action & presentment

- AI Driven Decisions**
- Present the right offer based on customer 360
  - Arbitrate based on MoT, AI models & Cx behaviour in Real time

- Personalization**
- Dynamic content based on Cx MoT & preferences
  - Tailor channel comm treatment based on preferred channel

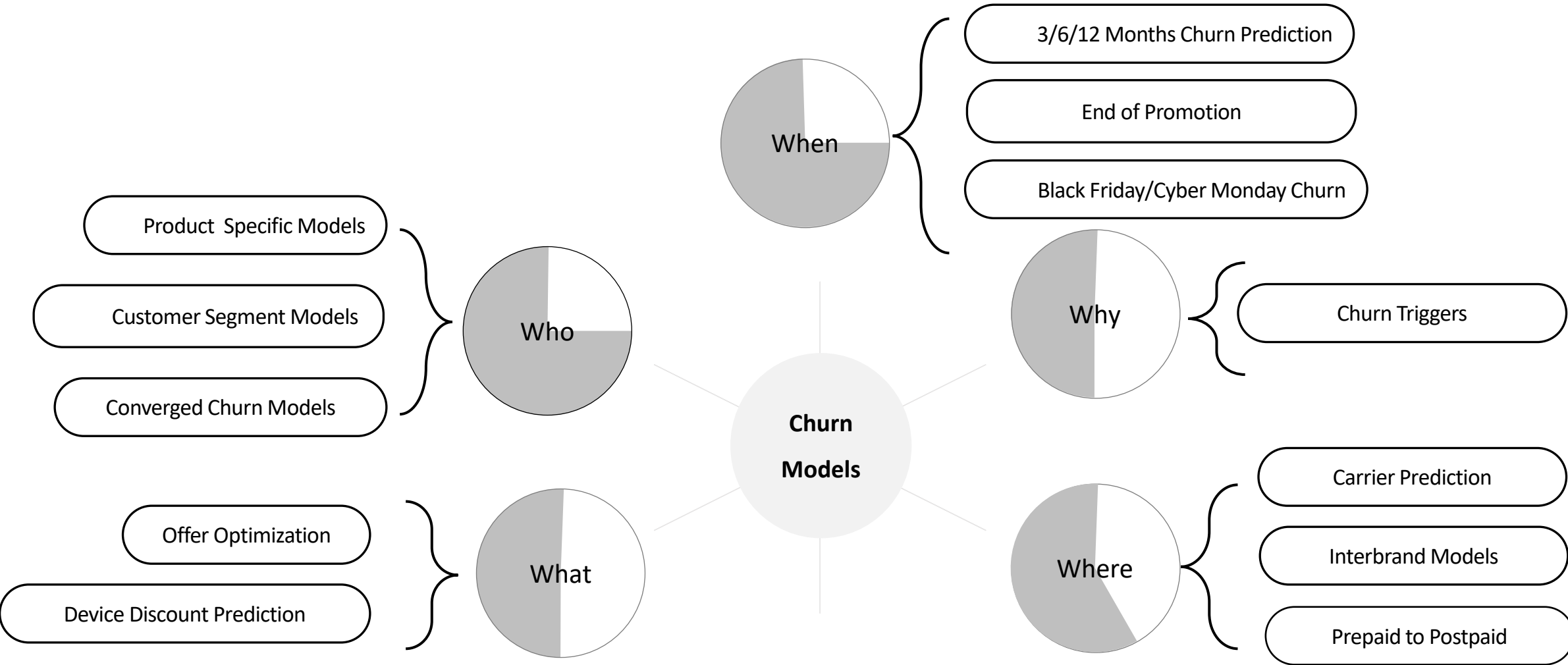
- Automated Execution & Testing**
- Scale journey orchestration for triggered comms in all channels
  - Integrate event steaming for personal offer in RT on digital

Structured Data

# Marketing Data Science Platform

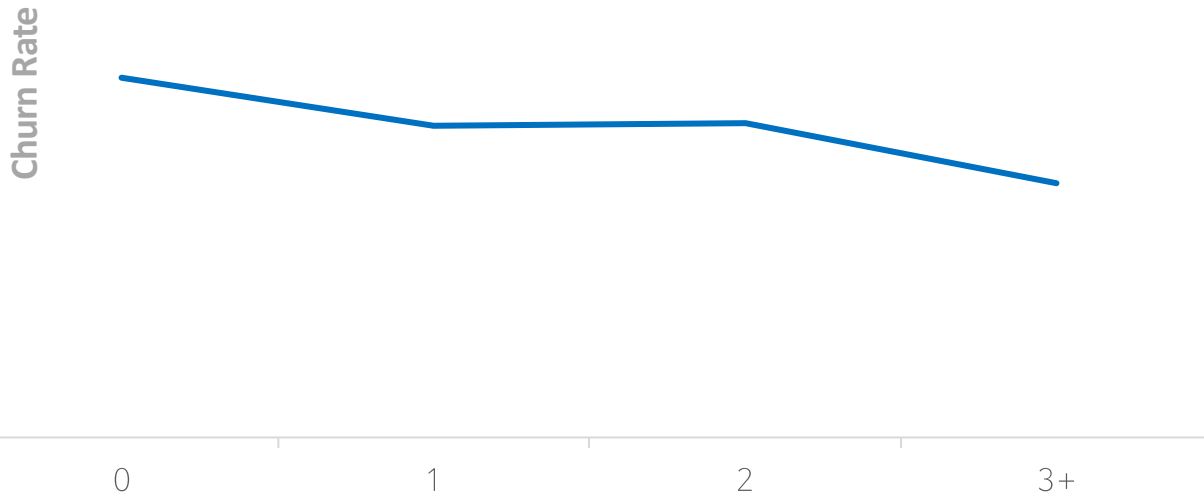
Insight: **Retention requires over 20+ models to provide full product support**

Requirement: **Data, model operations and campaign activation need to be standardized**



Insight: **Customers with multiple products are less likely to churn**

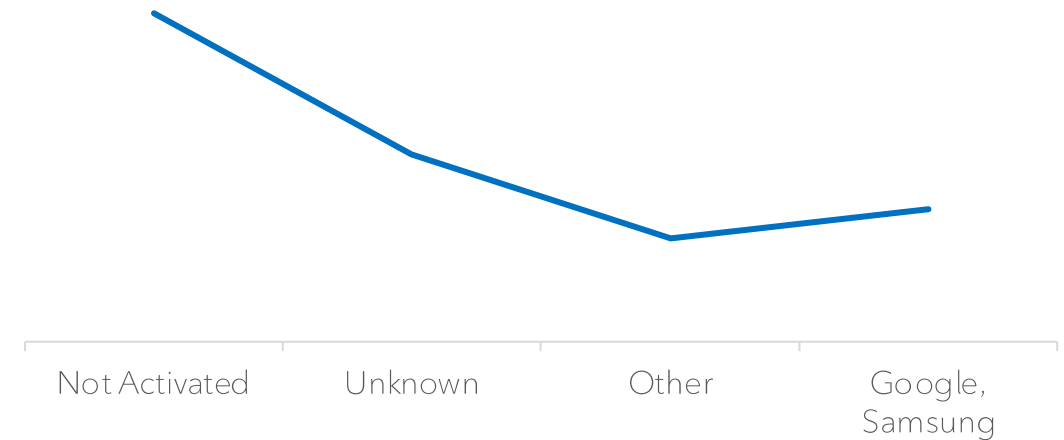
Churn Rate by # of Products



**Requirement: Bring data together from across the business**

Insight: **Higher Churn for customers who did not activate**

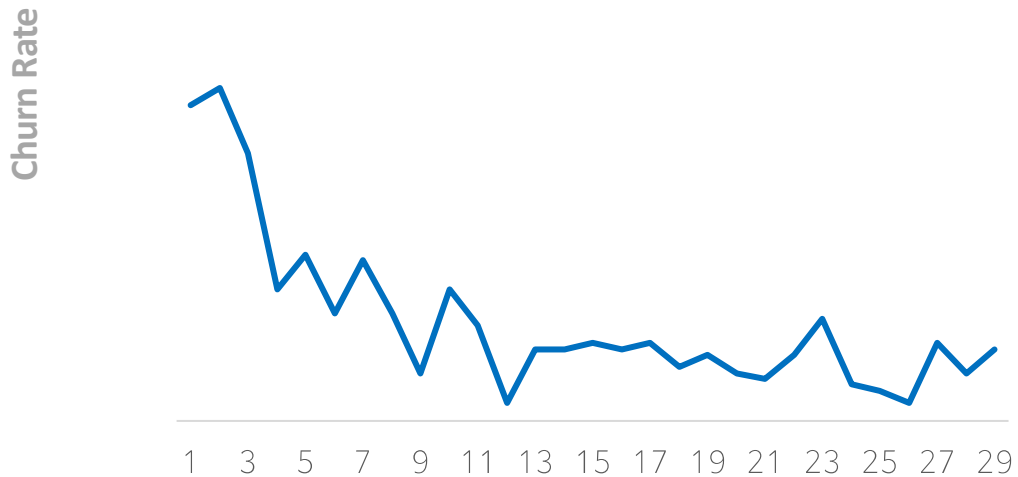
Churn Rate by Device Manufacturer IMEI



**Requirement: Collate billions of network data points daily**

Insight: **High risk calls are time sensitive churn trigger**

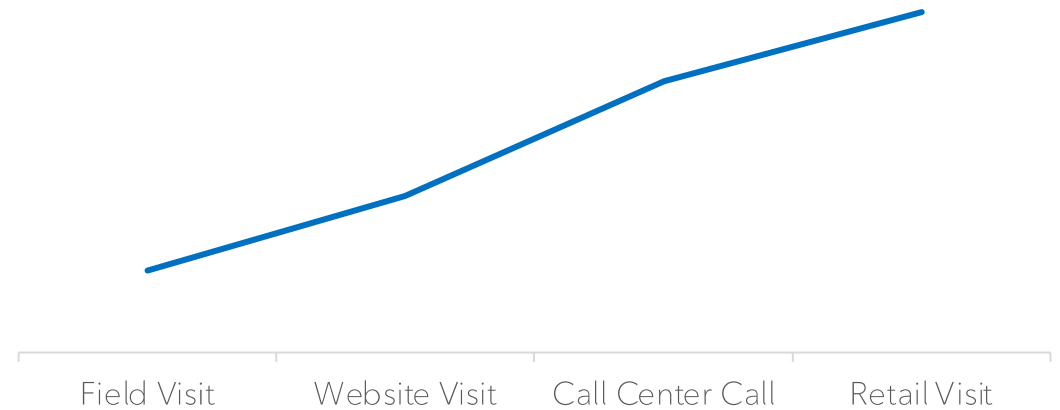
Churn Rate by day since High-Risk Call



Requirement: **Rescore customer base in real-time**

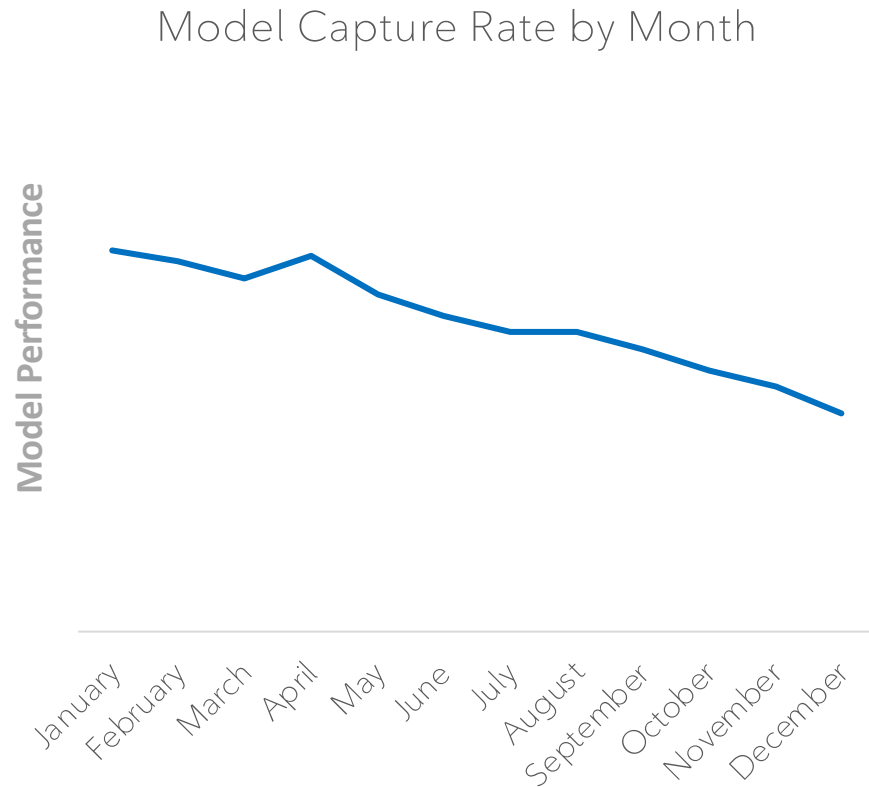
Insight: **Customers that visit retail churn more often**

Churn Rate by Interaction



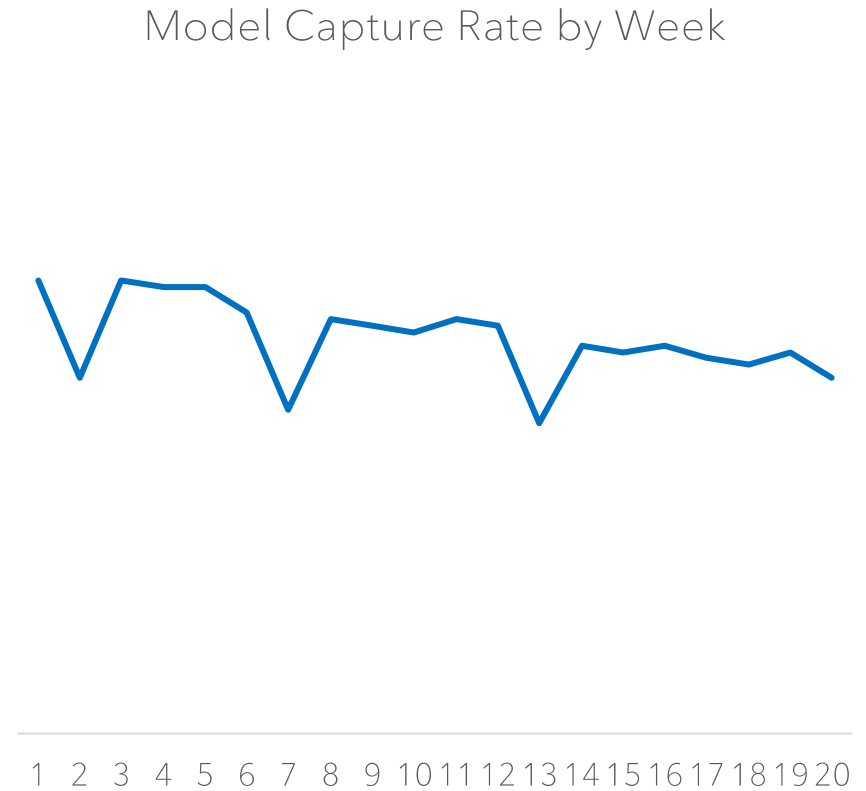
Requirement: **Use NLP/GenAI to analyze agent notes**

Insight: **All models decay over time**



Requirement: **Monitor model performance**

Insight: **Issues in input data cause intermittent model performance issues**



Requirement: **Monitor model inputs**

# Marketing Data Science Platform

