

# Commercial Enterprise Models

For our commercial enterprise models our data scientists will write brand new algorithms based on your specific needs or wants. If and when you need these models built, our data science team will work closely with you to have an incredibly personalized experience. As the model is built, you will gain a greater understanding of the deliverables you will receive along with a clearer timeline. These models are intended for our for-profit clients. And, if you require a different model or have a different need to be addressed, our team is willing to work with you to come up with a solution not listed here as well.

## ACQUISITION MODEL

The Acquisition Model will help you predict and identify qualified individuals who are most likely to respond to specific marketing campaigns of yours.

## CONVERSION MODEL

The Conversion Model will help you predict and identify the qualified prospects who are most likely to convert from a lead to a customer.

## UP-SELL/CROSS-SELL MODEL

The Up-Sell (or Cross-Sell) Model will help you predict the qualified existing customers who are candidates for up-sale based on their shopping behavior.



## RETENTION/CHURN MODEL

The Retention (or Churn) Model will help you predict and identify which of your existing customers are most likely to churn.

## CLUSTERING MODEL

The Clustering Model will help you pinpoint a number of distinct groups or unique personas based on customers' characteristics (both from you and within WealthEngine) in order to market to them effectively.

## SEGMENTATION MODEL

The Segmentation Model will help you categorize your customer population based on a client's input to see the difference among groups in order to create an effective marketing strategy.