PROPENSITY MODELLING

Predicting who is about to buy, not who already did

Smarter targeting. Stronger engagement. Decisions made mid-flight, not post-campaign.

Brief Description

Brands can see who converted. Far harder is knowing who is about to and audience segments built before a campaign launches are stale by the time it is live.



How AI Was Applied

AudienceConnect scores conversion likelihood from installed-app patterns through its proprietary Appography layer, then re-ranks cohorts continuously as bids clear. Audience selection, creative delivery and bid weighting shift while the campaign runs. Across BFSI, retail and auto campaigns, installed-base overlap proved a stronger predictor of intent than declared-interest segments.

Impact

30–35%
Increase in ad engagement

15 → 4
cohorts consolidated into strategic audience categories

Mid-flight
optimisation, not post-campaign review

AI moved audience decisioning from a pre-launch assumption to a live, self-correcting input; measurable while there was still budget left to act on it.

About AudienceConnect | AudienceConnect is an AI-powered omnichannel DSP operating across India, MENA and Southeast Asia, with a proprietary identity and audience layer built on installed-app signals.