USE CASE: PROPENSITY MODELLING

Finding the Subscribers a News Brand Wasn't Yet Talking To

CHALLENGE

A global business news publisher ran on subscriber segments built from older assumptions about who reads business news and why. Consumer behaviour moved on but the profiles did not. Acquisition got less efficient, and nothing in the system could spot high-growth audiences sitting outside the existing base.

HOW AI WAS APPLIED

Dual-track research: 2,500 marketplace non-users and 3,000 CRM subscribers surveyed in parallel.

Motivation profiles: Product features translated into motivation-driven, platform-agnostic segments.

Typing models: Models trained on the survey data place any individual from a short set of signals.

Handover: Scoring code runs across the full CRM, source handed to the publisher's engineers.

OUTCOMES

5,500
Consumers surveyed across prospects and subscribers

Real-Time
Scoring of every CRM record into refreshed segments

15–20%
Channels unified: web, call centre, stores

Source: engagement deliverables and client projections. Conversion lift is an expected range, not a measured result.

Material is a global growth intelligence company.

For 50 years, Material has built behavioral science into the insights, strategies, brands, experiences and platforms that move markets. Its culture-shaping design studio, Aruliden, gives that work form, from identity and product to packaging and environments. Material is building the intelligence layer ambitious companies use to understand demand and act on it faster.

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