USE CASE: PROPENSITY MODELLING

From Demographic Buys to Audiences that Convert

CHALLENGE

A global entertainment company marketed studios, parks, streaming, franchises and merchandise title by title against broad demographics. Spend was hard to connect to purchase, and retention across its streaming services needed a sharper engine.

HOW AI WAS APPLIED

Franchise segmentation: Marketing shifted from single titles to franchise-level strategy.

Syndicated audiences: Demographic targeting replaced with modelled audience segments.

Look-alike modelling: DMP and CRM integration find high-propensity look-alikes at scale.

Dynamic CRM: Retention journeys built and deployed for the company's streaming services.

OUTCOMES

+450%
Return on ad spend in click-to-buy media

30+ yrs
Of segmentation and strategy partnership

Franchise-level
Strategy to replace fragmented, title-by-title buys

Source: client-reported outcomes from the engagement. Figures are rounded.

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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