Lenovo

LENOVO

$5 million a year saved on display advertising, with algorithmic retargeting.

Lenovo used Syntasa to replace rules-based retargeting with an algorithmic model that scores every visitor's likelihood to buy, saving $5 million a year in display advertising.

SECTOR
Commercial

INDUSTRY
Technology: PCs, smartphones, servers and more

REGION
Global, tested on US visitors to lenovo.com

TEAM
Lenovo Global Business Intelligence

DATA
lenovo.com behavior from purchasers and non-purchasers

USE CASES
Algorithmic retargeting, Propensity scoring, Audiences, Algorithmic attribution

DISPLAY SAVINGS
$5M
saved on display advertising every year

SCALED GLOBALLY
$20M
projected savings across email, search and affiliates, reinvested in marketing

TEST SIZE
1M+
visitors in the 30-day validation, at over 95% confidence

HEAD-TO-HEAD TEST
3 months
of rules-based against algorithmic audiences

> **Syntasa's platform puts the business critical problem at the center. The pipeline, scheduling, and predictive capabilities are fit for real marketing use cases, but are flexible enough to prep difficult data and apply special transformations. With Syntasa, I am able to run experiments and focus on the insights, without spending hours coding a solution.**
>
> Meagan Gentry, former Data Scientist, Lenovo

CONTEXT

Which of today's visitors will buy tomorrow?

Lenovo is a global technology leader. At the time of this work it was the world's largest PC vendor and the third-largest smartphone maker, with a goal of reaching $12 billion a year in online sales within three years.

Lenovo's executives asked the Global Business Intelligence team to find ways to grow online sales. One answer was to identify the visitors most likely to buy, and reach them with the content that leads to a purchase fastest.

The team framed it as one business question: can we identify today's visitors who will account for 80% of future purchasers?

CONSTRAINT

Retargeting built on rules nobody could trust.

- **Heuristic segments.** Display retargeting ran on rules built from human assumptions, such as treating everyone who visited a laptop page as the same.
- **Most of the data ignored.** Each customer browses with a different intent, and rules used almost none of the other data Lenovo held on each visitor.
- **Rules that collided.** Two rules could run on top of each other, and the team couldn't be sure which audience a person would land in.
- **Manual and hard to size.** Building rules was slow, laborious work, and audience sizes were hard to control. Lenovo's BI lead called it a pretty messy affair.

TIMELINE

How the work grew.

BEFORE

Rules-based retargeting

Display audiences built by hand from rules, hard to size and impossible to predict.

3 MONTHS

Head-to-head test

Rules-based and algorithmic audiences compared on US visitors to lenovo.com.

RESULT

$5M a year saved

Algorithmic segments outperform, and display spend goes to the visitors most likely to buy.

NEXT

Global marketing

The propensity model scales to email, search and affiliates, with $20M in projected savings.

ABOUT LENOVO

Lenovo is a global technology leader in consumer, commercial and enterprise technology, with a portfolio spanning PCs, workstations, servers, storage, smart TVs and mobile products. At the time of this work it was the world's largest PC vendor and the third-largest smartphone maker.

DEPLOYMENT

From rules to a score for every visitor.

Lenovo tested its rules-based retargeting against Syntasa's algorithmic retargeting model for three months, on data for US visitors to lenovo.com.

01

Model every visitor

All of the data, from purchasers and non-purchasers alike, went into a logistic regression. The team scored 100 variables and coefficients and built confidence intervals.

02

Test head to head

An A/B test compared what the rules-based and algorithmic segments delivered. The results were validated over 30 days with more than a million visitors, at over 95% confidence.

03

Segment by value

Every visitor now carries a purchase-likelihood score, so the team builds high-value and low-value segments and sizes audiences to fit the campaign.

ARCHITECTURE

From visitor behavior to targeted spend

lenovo.com
Visitor behavior, purchasers and non-purchasers

→

Syntasa
Data prep and a logistic regression model

→

Propensity scores
A purchase likelihood for every visitor

→

Segments
High-value and low-value audiences

→

Activation
Display retargeting, then email, search and affiliates

HOW IT WORKS

How every visitor is scored

The business question was simple: which of today's visitors will account for 80% of future purchasers?

1

All the data

Behavior from purchasers and non-purchasers alike, not just the visitors a rule happened to catch.

2

Model

A logistic regression scores 100 variables and coefficients, with confidence intervals on the results.

3

Test

An A/B test against the rules-based segments, validated over 30 days with more than a million visitors at over 95% confidence.

4

Segment

Purchase-likelihood scores split visitors into high-value and low-value segments, sized to each campaign.

> **“Syntasa has been instrumental for attribution modeling, by taking complex datasets from various sources and making them actionable through customized machine learning algorithms.”**
>
> Tushar Mukherjee, Head of Global e-Commerce Analytics, Lenovo

RESULTS

The numbers.

MEASURE	BEFORE	WITH SYNTASA
Display advertising savings	–	**$5M a year**
How audiences are built	Manual rules	**Scored by model**
Audience size	Hard to control	**Set by segment**
Savings across global marketing	–	**$20M projected**

WHY SYNTASA

What made the difference.

- **The business problem at the center.** Pipelines, scheduling and prediction built for real marketing use cases.
- **Experiments, not coding.** Data scientists run tests and focus on the insight instead of hours of code.
- **Built to scale.** The same propensity model extends from display to every marketing program worldwide.
- **Flexible with difficult data.** Room to prep messy data and apply special transformations.
- **Complex data made actionable.** Datasets from many sources turned into custom machine learning, from retargeting to attribution.

About Syntasa

Syntasa is the data and AI platform that runs inside your own cloud, turning first-party data into models, audiences and real-time decisions without copying it anywhere else.

Talk with our team
syntasa.com/contact