AI Assisted Subscription Science

Dimitris Pertsinis | Antonio Nunes | Simon Ricketts

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SYNTASA®

INTRO

AI ASSISTED SUBSCRIPTION SCIENCE

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SYNTASA

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Data Science Director
Telegraph Media Group

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Lead Data Scientist
Telegraph Media Group

INTRO

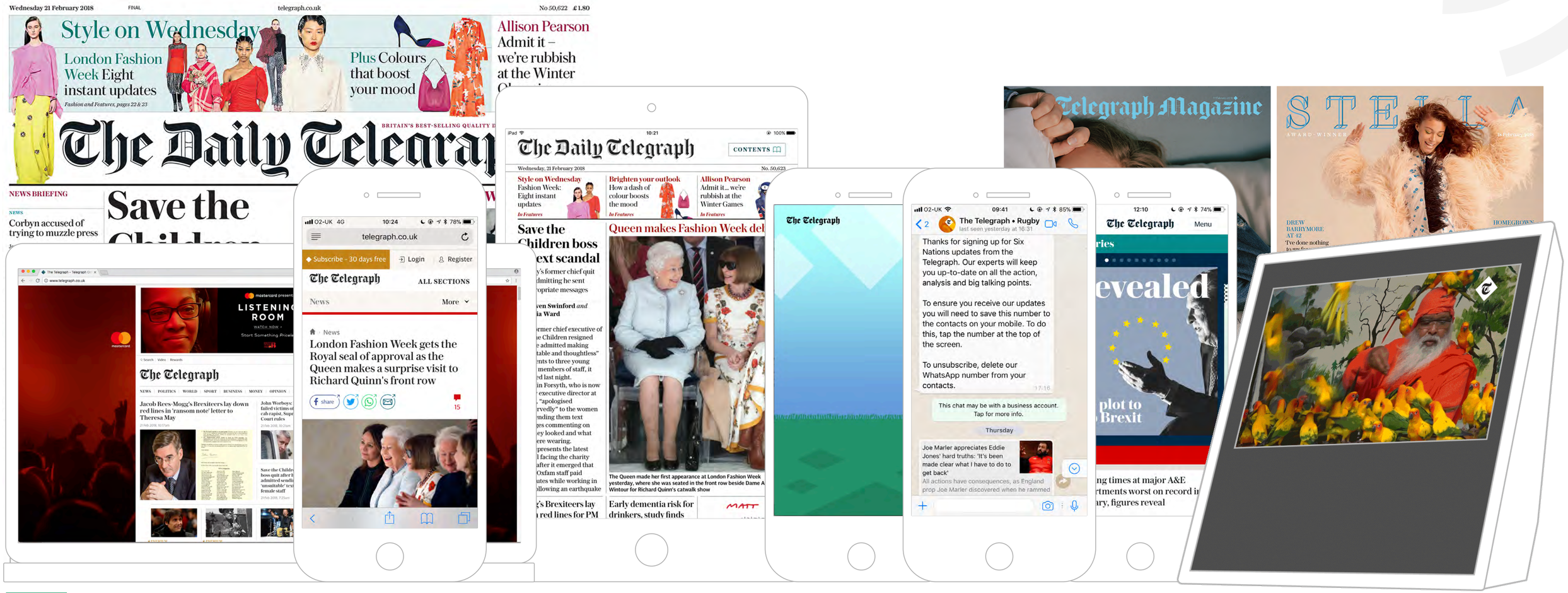
- SYNTASA worked with the Telegraph Media Group for the past 12 months
- Built a consolidated clickstream dataset in their GCP environment, enabling
  - … a cleansed dataset across multiple Adobe report suites
  - … build of known and unknown customer schema
  - … deliver the most used aggregations of data to enable more efficient customer analysis

The Telegraph

A HISTORY OF THE TELEGRAPH

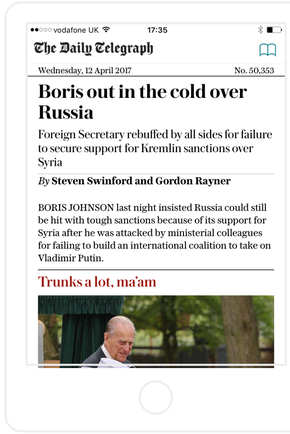
An Interlude

WE ARE CONTINUALLY EVOLVING OUR JOURNALISTIC TECHNIQUES

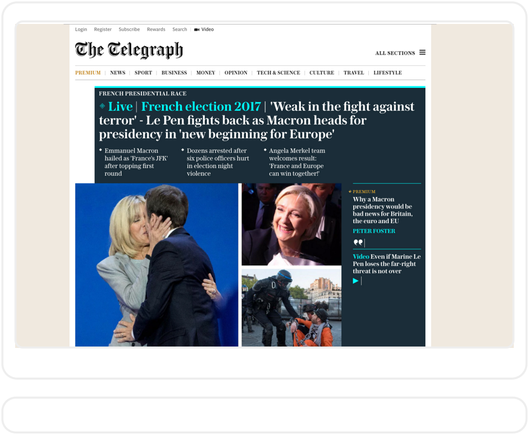


Print Edition

Digital Edition

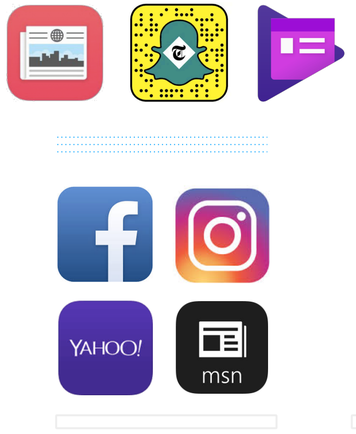


Website

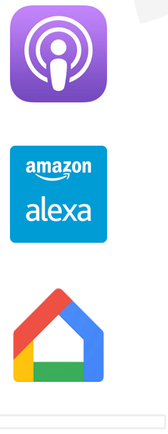


App

Platforms



Audio



25 million UK visitors

Analytics
Audience Manager
Campaign
Experience Manager
Media Optimizer
Primetime
Target
Social

CHALLENGE STATEMENT

From the TMG Executive

”We need to understand the value of Registrations across the business”

CUSTOMER WISHLIST

- Create a production data-set that brings together disparate sources of subscriber registration data from across the business
- Increase data accuracy and efficiency – Current manual process to stitch transactional registration data increases chance of error. Also time consuming as queries are replicated every time the analysis is undertaken
- Develop regular insights for the exec that demonstrate the value of subscription
- Develop ‘look-alike’ modelling across unknown visitor base to drive subscription

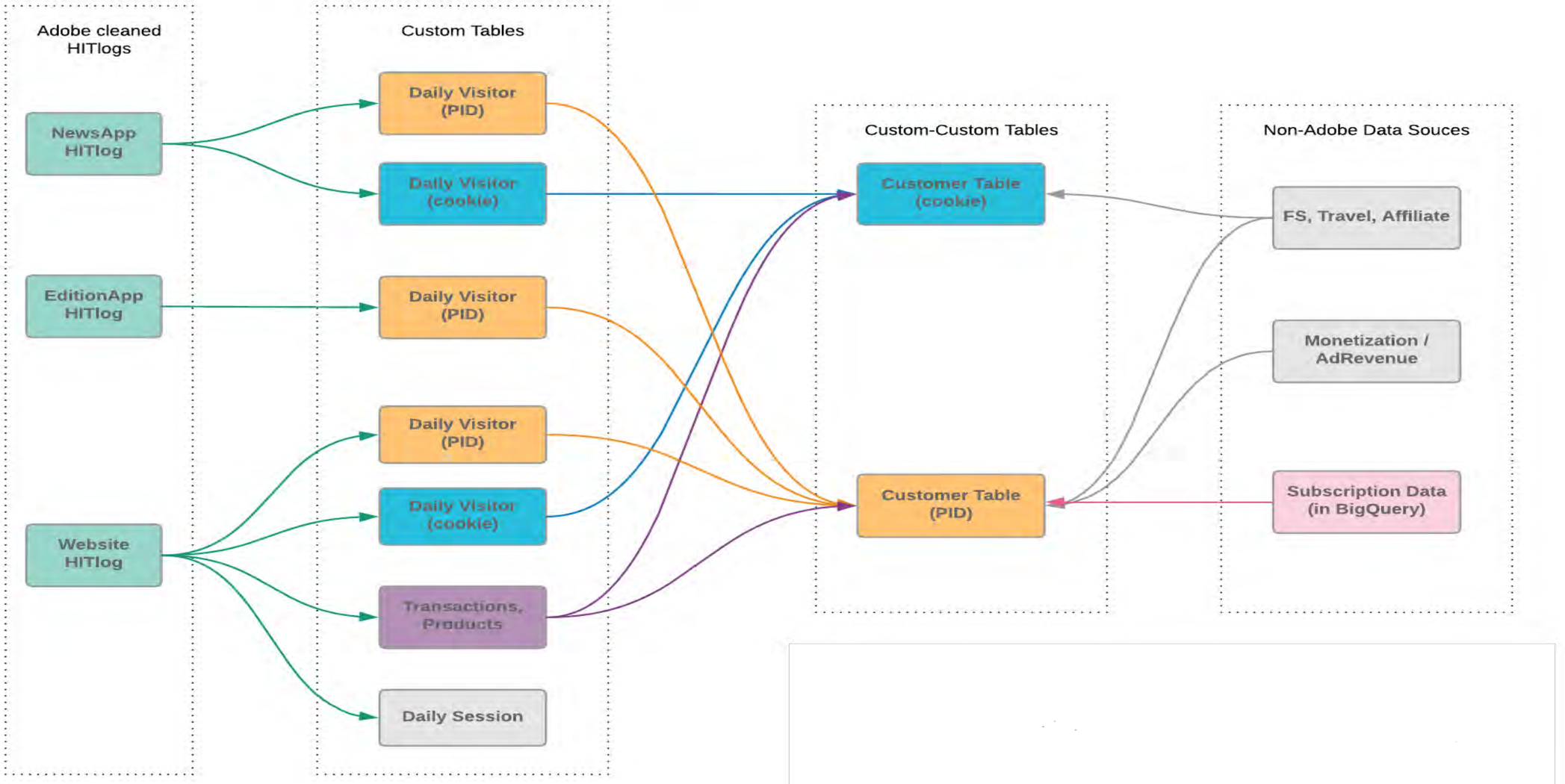
No Battle Plan Survives Contact With the Enemy

Helmuth Von Moltke

The Elder

SYNTASA - DATA FLOW

Clare Shepherd | August 31, 2018



THE SOLUTION

Adobe Analytics	Sub MySQL Database	Consolidated Dataset	DFP Data
Three Report Suites	GCP based	Single Event Table	GCP Based
Historical Data	Multiple Tables	Joined by PID	MCVISID

WHY SYNTASA

- Ability to productionise data consolidation process
- Deliver enhanced capability to undertake machine learning tasks on subscription data
- Monitor and alert for anomalies in the data feeds
- Automate data science workflow

ANY QUESTIONS?

THANK YOU!

LAUNCH + LEARN 4.0

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