



Constant Contact Leverages Big Data to Optimize Email Marketing

Persistent helps Constant Contact optimize email campaign time window to increase click-through rate.

Background

Constant Contact is a leading provider of email marketing and online survey tools for small businesses, associations and non-profits. Constant Contact helps small organizations through affordable, easy-to-use engagement marketing tools that help create and grow customer relationships. They have a free dedicated personal coach assigned to each customer account with support team of 150 live specialists.

Constant Contact wanted to advise its customer base on most opportune times for email marketing campaigns based on user click-through data. In order to do this, it would have to analyze large amounts of company data which included 3.5 billion email recipients, 100 billion interaction records, 2 million campaigns per month and ~500,000 thousand customers worldwide. User preferences were constantly changing and evolving rapidly with the high rate of data exchange on the platform. Also, the data to be analyzed was in varied formats- mix of images, videos, text and structured data. A Big Data solution was needed to help analyze the large volume and variety of data.

Persistent Solution

Persistent developed a Big Data solution that analyzed massive amounts of click-through data. The solution actually predicts the time of day when an email should be sent to a specific category of customers so that the customer is most likely to open the email.

Solution Highlights:

- **Seamless Data Integration** - Data on Hadoop and NoSQL database is seamlessly kept in sync
- **Model Building on Complete Dataset** - The complete data set was used for building the model allowing detection of extremely small signals to improve accuracy
- **Extreme Predictive Analytics** - Running machine learning algorithm on extremely large datasets
- **Single Analytics Platform** - Single platform covering all analytical needs - predictive analytics, text analytics, aggregation analytics

Key Client Benefits

Cost

Solution did not require millions of dollars of specialty hardware and expensive RDBMS

Time to Market

Inception to live in just 3 months

Responsive Analytics

No additional data replication was needed. The solution supported ad-hoc queries

Persistent's solution additionally helped the client's end customer in a variety of ways.

- **6M** contacts (40M campaign events) were analyzed in single run of 24 hours
- Built several models to analyze smaller chunks of data to create a scalable model
- **65%** Accuracy of the model built on a smaller dataset
- **29.3%** campaign emails resulted in click-through if sent during the time window recommended by the model
- **19.2%** more emails campaigns likely to be clicked if emails are sent as per time window recommendation based on our model

About Persistent Systems

Persistent Systems (BSE & NSE: PERSISTENT) builds software that drives our customers' business; enterprises and software product companies with software at the core of their digital transformation. For more information, please visit: www.persistent.com

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