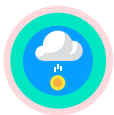# Test-and-Learn Automation

Driving digital engagement and repeatable growth through marketing automation, accelerated by Publicis Sapient.

Test-and-Learn Automation (TALA) helps organizations like quick-service restaurants (QSRs) and other consumer-facing industries improve the impact of marketing campaigns.

Within a few months, businesses get results that help them **serve the best offer, content or recommendation** to the right customer at the right time. Outside of marketing campaigns, TALA can also be used to improve the customer user experience on mobile apps and sites.

TALA brings together:

A cloud-based analytics, test-and-learn and campaign automation platform

Actionable insights about customer behavior

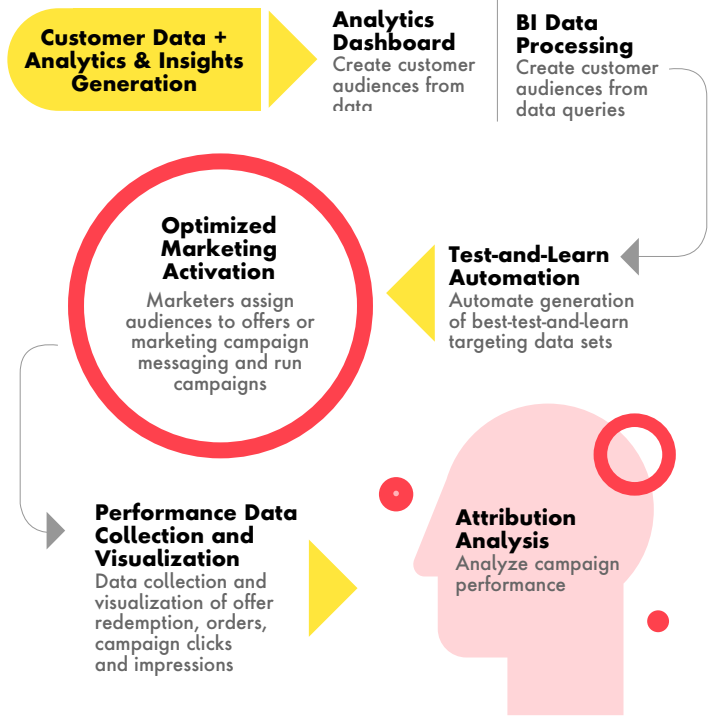Automated audience generation, campaign activation and reporting

A user interface for marketing analysts

The Promise of TALA: Personalization Over Mass Marketing

TALA's progressive approach leads to the development of a personalization strategy that avoids the pitfalls of mass marketing, where customers receive offers, content and recommendations that aren't necessarily relevant and potentially have a negative business impact. The solution's toolset of integrated data, analytics and marketing activation capabilities built on top of the Google Cloud Platform (GCP) enables the five steps outlined above. TALA doesn't require a large investment to get started when working with an initial set of use cases. As an organization begins to see returns from campaigns, it can later expand experiments, campaigns and test-and-learn to more use cases across all channels.

With TALA, businesses learn which campaigns drive value for their audiences and how and when to repeat those campaigns so that customers keep coming back.

A data platform for analytics, test-and-learn and campaign optimization
Data collection, curation, insights, activation, reporting and visualization

Customer Data + Analytics & Insights Generation

Analytics Dashboard
Create customer audiences from data

BI Data Processing
Create customer audiences from data queries

Optimized Marketing Activation
Marketers assign audiences to offers or marketing campaign messaging and run campaigns

Test-and-Learn Automation
Automate generation of best-test-and-learn targeting data sets

Performance Data Collection and Visualization
Data collection and visualization of offer redemption, orders, campaign clicks and impressions

Attribution Analysis
Analyze campaign performance

This chart depicts the flow of TALA, from the ingestion, processing and generation of insights to the creation and execution of test-and-learn experiments. Highlighted are the recommended data sources, machine learning models and applicable channels

Test-and-Learn vs. Artificial Intelligence

Customers' behaviors are often unpredictable. Relying on AI alone to uncover trends in data may miss new behaviors that AI doesn't recognize. Here's why test-and-learn is more efficient:

- AI generates well-qualified hypotheses, but cannot predict whether these hypotheses will generate more revenue or better margin. A business will never have enough recent and complete historical data for AI algorithms to provide all the answers. Test-and-learn generates new data through short, high frequency experiments to tell whether a profitable outcome is probable or not.

- Guess work is not a predictable recipe for success when working with massive amounts of data in a fast-paced, high transaction environment. Test-and-learn brings the rigor in identifying and validating hypotheses for marketers during campaign planning.

- Test-and-learns allows for the elimination of unproductive campaigns. This avoids wasting time, resources and money (e.g. discount offers).

- A side effect of test-and-learn experimentation is the creation of a repository of proven facts about customer habits, product preferences and trigger mechanisms, which also answer "what-if" questions about the business.

A key learning example from test-and-learn came from a quick-service restaurant (QSR) which tested the hypothesis: If customers receive offers they like, will they spend more? We learned that visitor frequency and amounts of items purchased increased in general, but margins for top value customers dropped slightly and margins for customers just below that level went up. In other words, top value customers would have ordered from the restaurant without offers, and the discount represented lost revenue.

Why Publicis Sapient created TALA

- Offer organizations a low-risk marketing and data platform that enables a high rate of productive campaigns.

- Get test results quickly at low-cost, building on platforms and capabilities an organization already has in place or with a small incremental investment.

- Use and complement the power of AI to enable personalization.

- Provide a tool that is well-tuned to the business environment and can accommodate running a high frequency of experiments.

- Assist with the development of facts and insights a marketer can use for strategic planning.

- Setup an optimization framework for personalization that starts with campaigns and can be extended to user experiences.

Let's continue the conversation

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