

Increasing **CONTENT CONSUMPTION CONVERSION RATE** with **PREDICTIONS**.



◆◆ ALWAYS IN SEASON ◆◆

CUSTOMER

- **#1** avocado production, distribution, and communication company in the US.
- **+ 490K** monthly visitors.

CHALLENGES

- Decentralized customer information.
- Lack of personalization.
- Low content consumption conversion.

SOLUTIONS & RESULTS

- Customer data generated in different sources was centralized.
- Website was personalized according EPICA's Machine Learning (ML) recommendations.
- Content consumption increased in **21.81%***.

*Comparison period
Jan 20th - 28th 2018 vs. Feb 17th - 25th 2020



WHAT IS EPICA

The first prediction as a service platform designed to help consumer companies thrive by enhancing the Customer Experience of their clients with ML algorithms.

CHALLENGES

With more than 490,000 monthly visitors, Avocados from Mexico (AFM) had a challenge to personalize the content offered throughout their digital assets in order to enhance the overall users' experience and increase content consumption conversion rate.

RESULTS

IMMEDIATE POSITIVE RESULTS WERE OBTAINED AFTER IMPLEMENTING EPICA'S PREDICTIVE TECHNOLOGY

First, and for the first time, AFM had a centralized place where they can see every piece of data, of its customers journey and in real time. Second, the deep knowledge obtained from their customers' interactions allowed AFM to predict the best content for each individual. Lastly, after only two months of recommendations, **the content consumption conversion rate increased by 22%.**

	<u>BEFORE</u>	<u>AFTER</u>
Total Visits	120K	124K
Avg. Visit Duration	00:00:35	00:00:44
Pages per Visit	1.53	1.71
Bounce Rate	14.56%	14.41%

EPICA
COMMERCE

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