



Keynote Presentation | [Decision-Based Analytics] From Data-Driven to Decision-Driven: Rethinking MarTech Analytics



OSCAR POBRE

Head of CRM & Data Solutions
GCash

MANILA



 **GCash**
for **Business**
Partner Solutions

Data is the Lifeblood of the Modern MarTech Stack



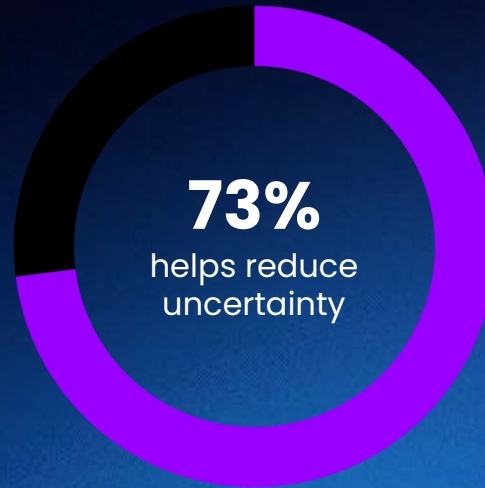
```
graph LR; A[Data Generation] --> B[Data Integration & Intelligence]; B --> C[Activation Tools]
```

Data Generation

**Data Integration
& Intelligence**

Activation Tools

Leaders agree that data is a strategic asset



- ✓ Faster decisions
- ✓ Deeper personalization
- ✓ Higher ROI

LET'S BE
DATA-
DRIVEN!

WHERE'S
THE
DATA?

WHAT'S
BASELINE

IS THERE
EVIDENCE?

IS
THERE
EVIDENCE?

WHY ARE
WE DOING
THIS?

Everyone's chasing the 'data-driven' badge

HAVE WE
TESTED
THAT?

SHOW
ME THE
DATA!

WHAT'S
THIS SAMPLE
SIZE?

WHAT DO
THE NUMBERS
SAY?

WHAT'S
STATISTICALLY

ARE WE
TRACKING
THIS?

WHAT
DID WE
LEARN?

CAN WE
GET MORE
DATA?

Data-driven... but to what end?

Start with the decision, not the data

**Problem
Trigger**

Decision First

*"What do we need to
decide?"*

Question

*"What do we need to
know to make that
decision?"*

Data

*"What data helps us
answer that?"*

Marketing is a series of micro-decisions

Who should we target?

What should we offer?

When should we engage?

Where should we reach them?

How much should we invest or discount?



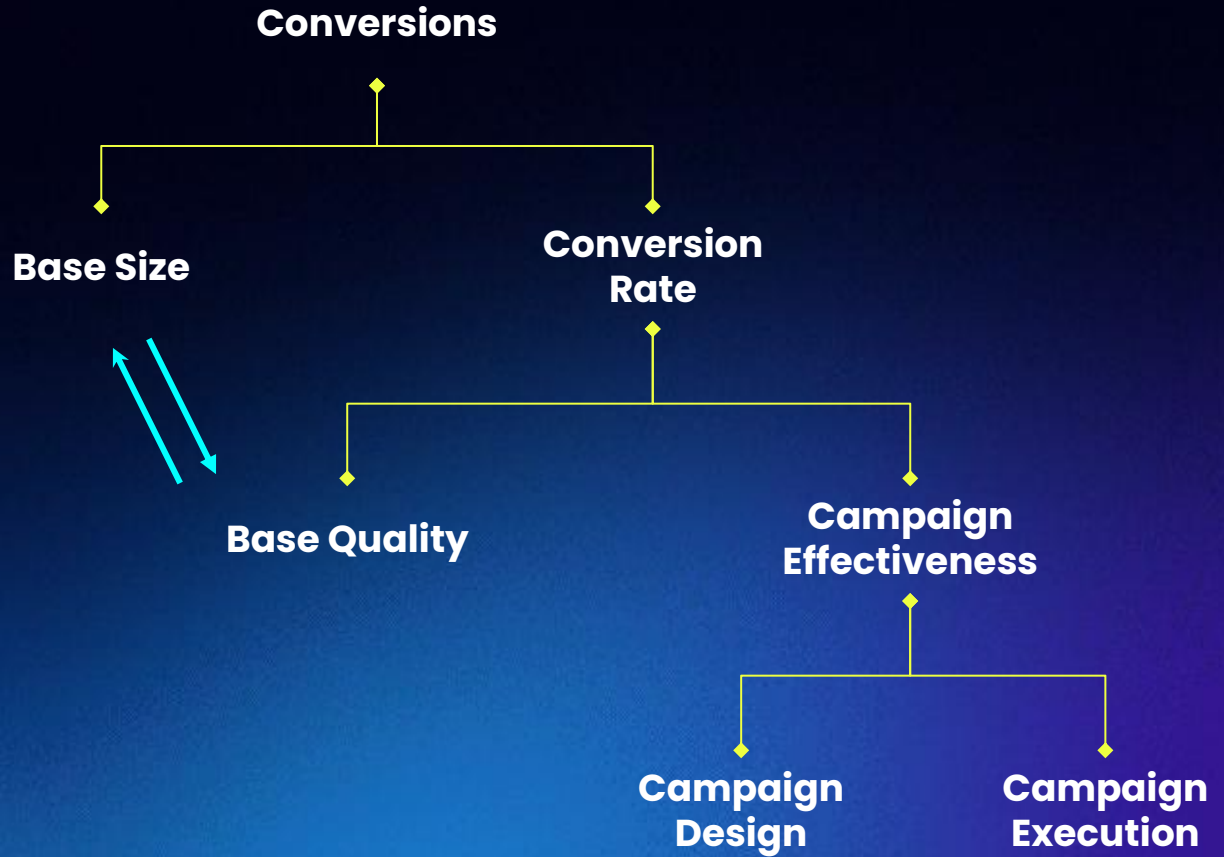
Segmentation
Propensity Scoring
Churn Prediction

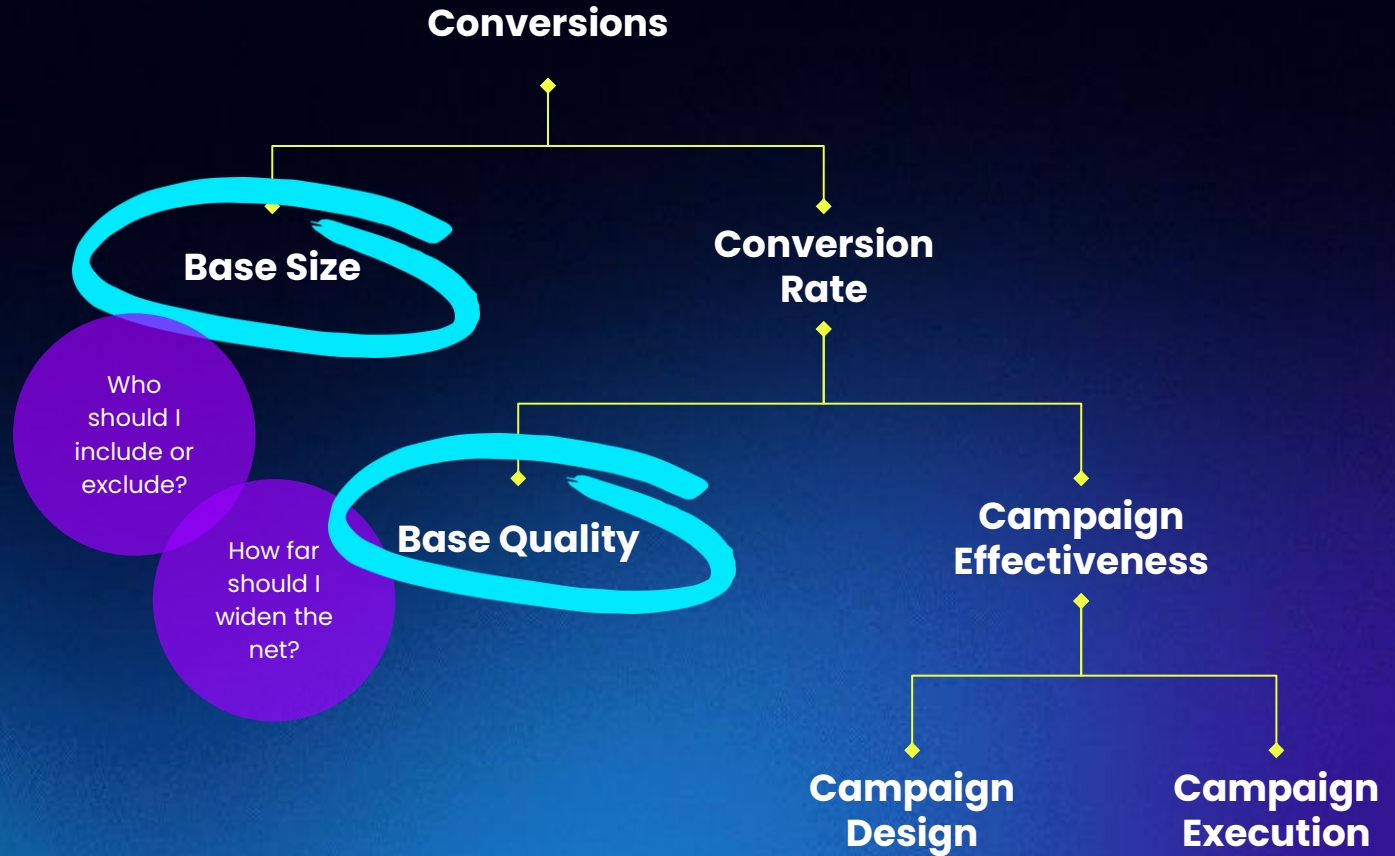
A/B Testing
Uplift Modeling

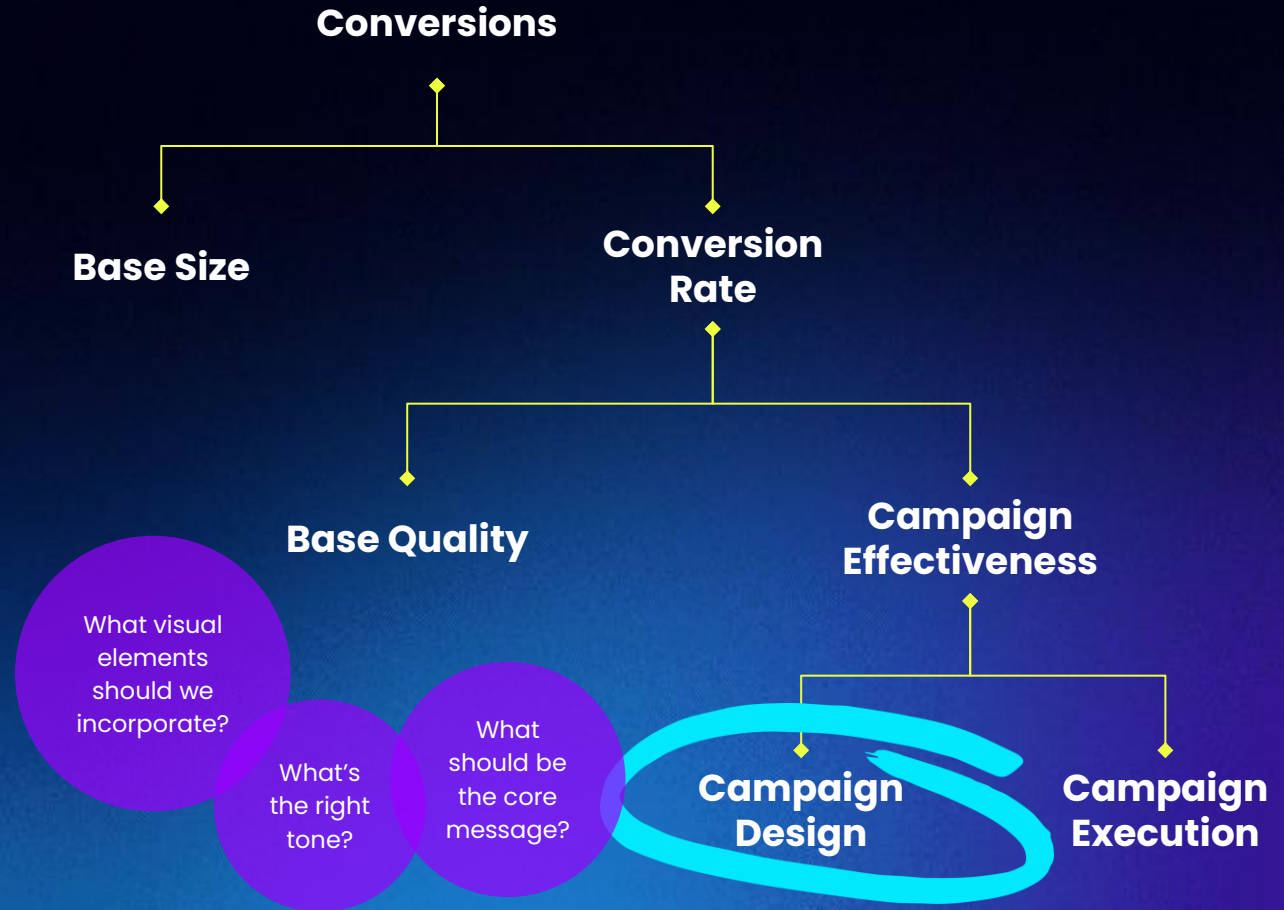
Time of Day / Day-of-Week Analysis
Recency/Frequency Analysis

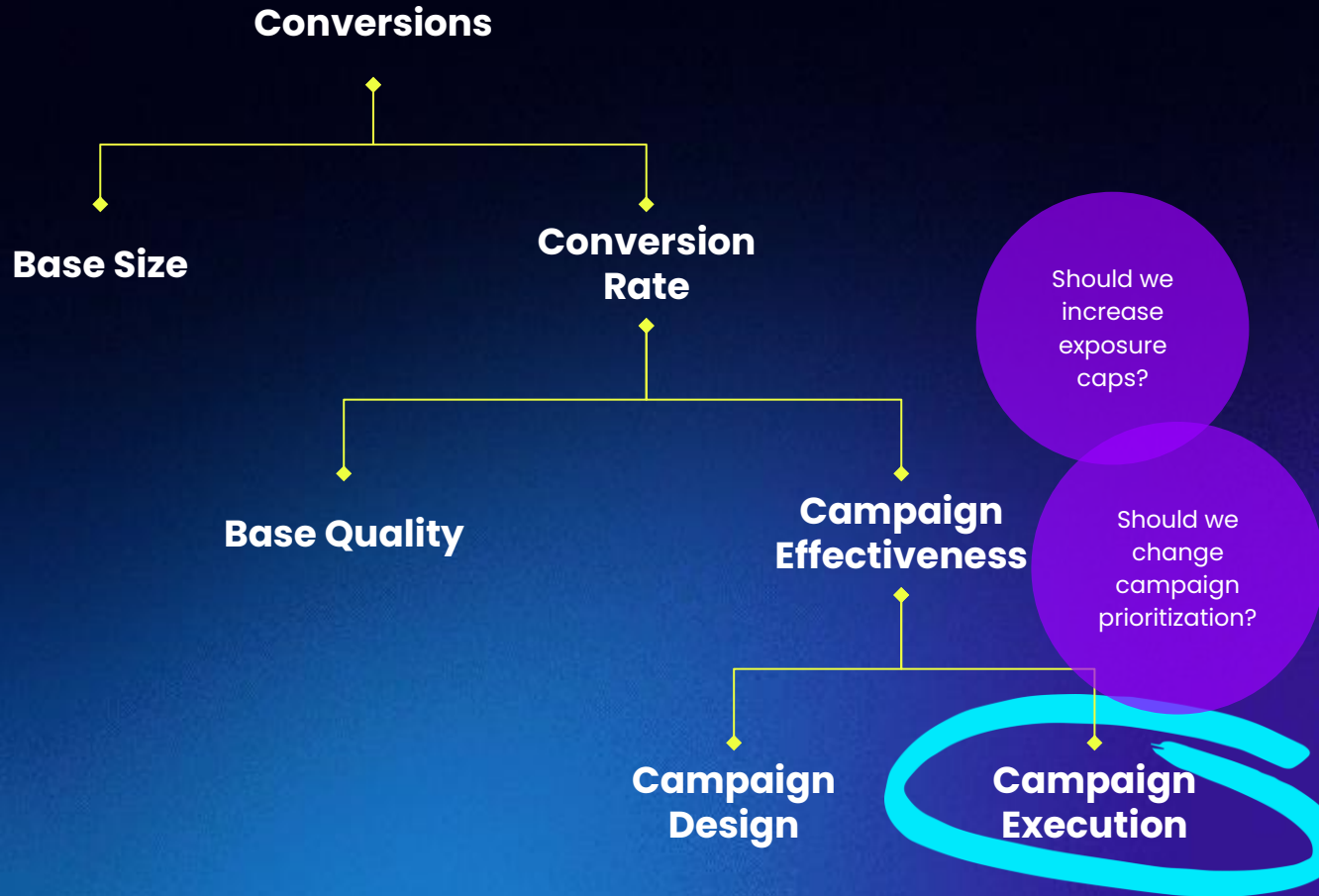
Channel Attribution
Channel Affinity

Elasticity Testing
Cost-Benefit Analysis











**You're redesigning a
churn re-engagement
action with limited
budget**

A. Who has a high propensity to churn?

**B. Who has a high propensity to transact after a
campaign?**

**C. Who has a high incremental probability to
transact *because of* the campaign?**



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Not all customers are worth targeting



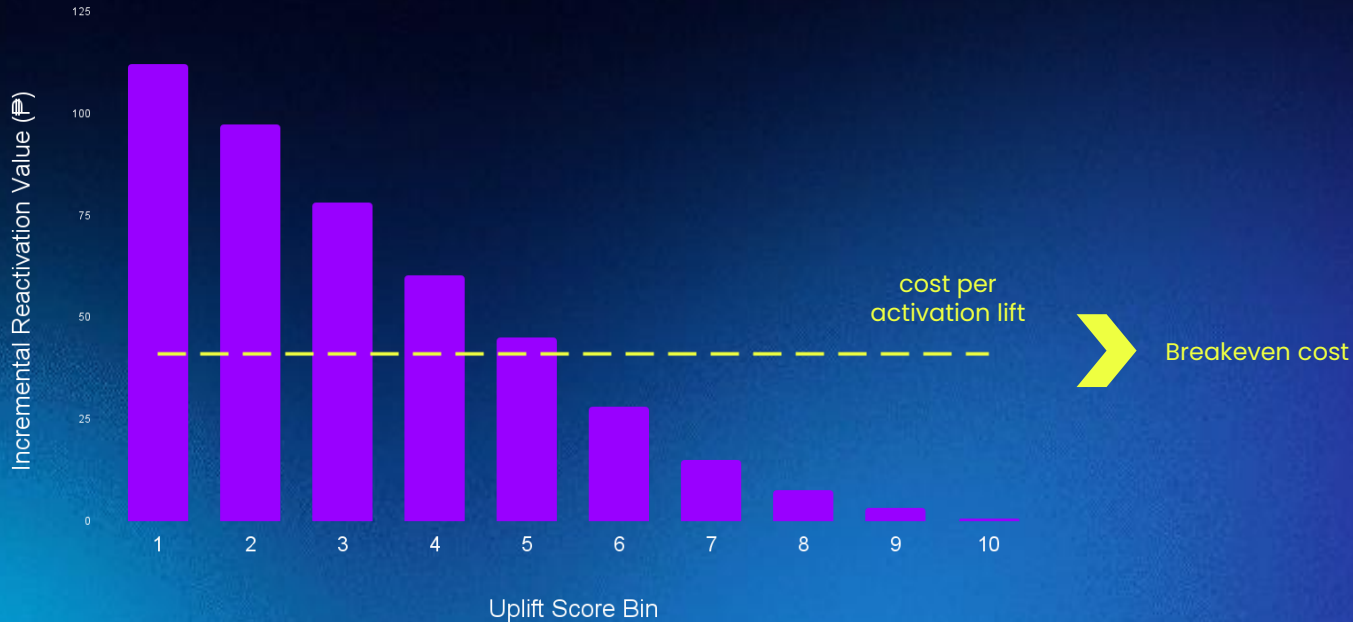
Uplift modeling predicts change, not just outcomes

$$\text{Uplift} = \text{P}(\text{Response} \mid \text{Treatment}) - \text{P}(\text{Response} \mid \text{Control})$$

Probability of response given
campaign

Probability of response given
no campaign

Targeting only where it matters: based on uplift and ROI





You launched three social media ads for a promo. Which was the most effective?

Creative #1: 5% ROI

Creative #2: 10% ROI

Creative #3: 30% ROI

Creative #1: 5% ROI

Creative #2: 10% ROI

Creative #3: 30% ROI

Answer: You can't tell.

These aren't lift metrics

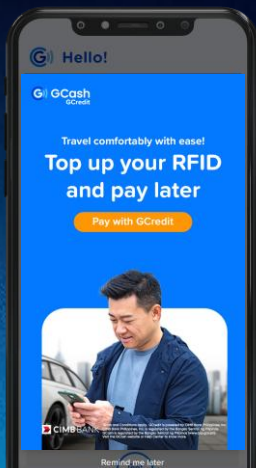
These aren't randomized tests

Correlation \neq Causation

From Guesswork to RCTs: Testing Actions with Behavioral Precision

BAU

Default reactivation message works moderately well with dormant users



CTR 5.93%

Test 1

Refreshed key visual frames the offer as something new



CTR 6.08% ↑

Test 2

Loss aversion + visual priming increases motivation



CTR 6.16% ↑

Tailored Testing: Measuring Effectiveness by Cohort

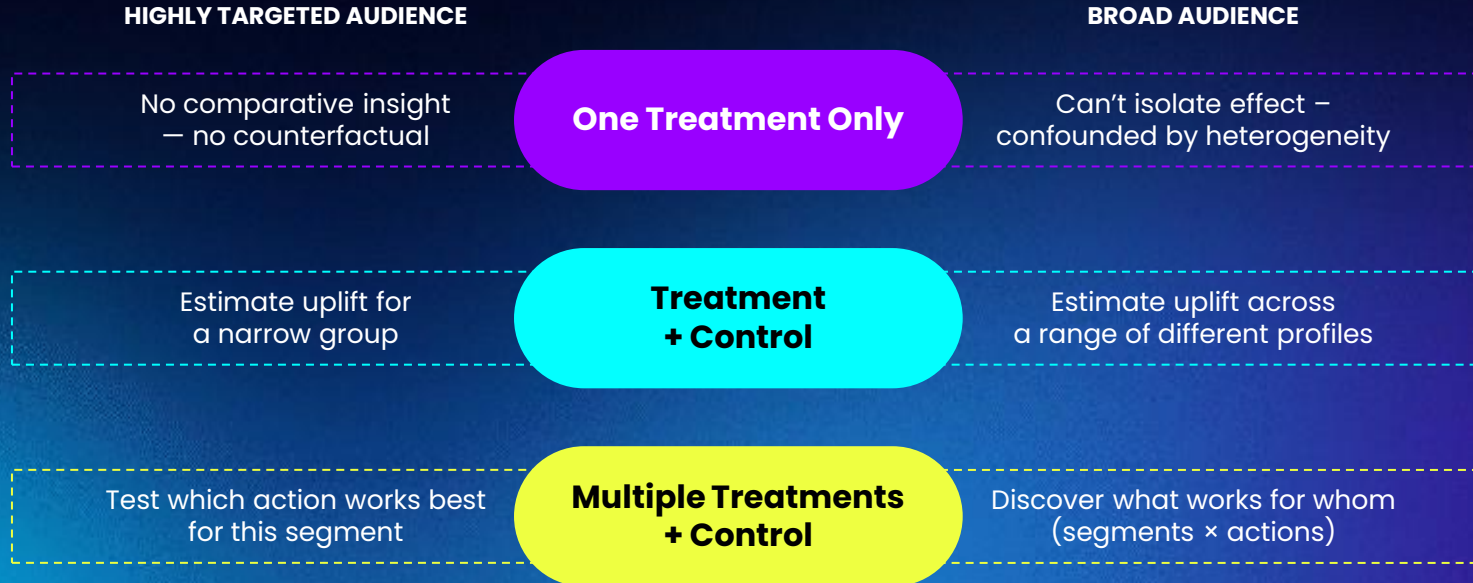


Witty messages perform well across all segments

Mid-lifers respond best to **straightforward** messaging

What works overall isn't always what works for everyone.

Good decisions require the right data, and the right campaign design



Decision-Driven Analytics: A Smarter Way to Use Data



**Make Decisions,
Not Just Dashboards.**



 partnersolutions@gcash.com



 **GCash**
for **Business**
Partner Solutions