






Forrester Consulting Study: The Total Economic Impact™ of Outlier AI

Before investing in Outlier AI, the retailer used third-party analytics software and proprietary back-end systems to collect business and customer data across its various digital platforms. Its data scientists leveraged a business intelligence tool to build customized dashboards for end users.

Interviewed Organization

Forrester interviewed an Outlier AI customer with the following characteristics:

-  Global Retailer
-  **\$35B** \$35 Billion in revenue
-  10,000 corporate employees
-  **\$1K** \$1,000 average lifetime value of a customer
-  A team of **63** professionals leverages Outlier AI

Key Challenges

Data Overload

“There’s just so much data and so many countries and so many ways of cutting the data that it was a lot of work to make that data useful.”

- Senior director of direct-to-consumer product sciences, retail






Diverse data users and audiences

“The number of data users was huge as well: There’s people making the product, merchandising the product, and making decisions about local promotions. It was all just very complex.”


- Senior director of direct-to-consumer product sciences, retail

Results

To address these challenges, the customer deployed Outlier AI, integrating a variety of data streams from its digital experiences onto the platform. This resulted in:


-  Substantial time savings to the **20** data scientists in the deployment group and **43** business analysts.
-  Enabled the firm to optimize digital experiences for an average of **500,000** customers per year.
-  Reduced bounce rates of its email campaigns by **30%**.

Outlier AI provides automated business analysis to organizations’ data consumers. Using Outlier AI:

 Data scientists can each save **100** hours annually performing data analysis and building dashboards for end users

Business analysts can each save **75** hours annually on research and data manipulation

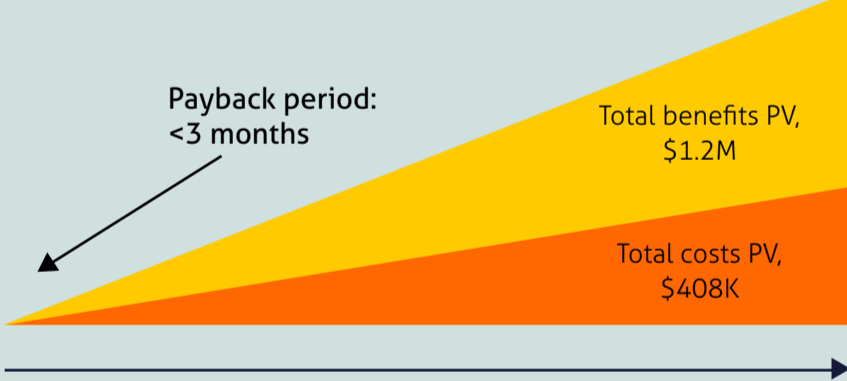


 Customers were able to improve online customer conversions by reducing bounce rates by **30%** with Outlier’s insights

“Outlier’s help monitoring tags has had a big advantage. We’ve seen more efficient personalization and model building and we have gained better visibility into the successes and failures of our digital products.”

- Senior director of direct-to-consumer product sciences, retail

Financial Summary



Benefits (Three-Year)

\$590.6K

Increased efficiency of data science team

\$381.0K

Increased efficiency of business analyst team


\$251.8K

Increased conversion from campaign optimization

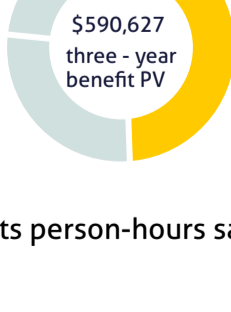
“Outlier promised a really fast turnaround time in terms of getting value out of the tool. We were hesitant, but that was one of the most amazing things: It was true.”

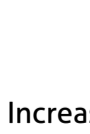
- Senior director of direct-to-consumer product sciences, retail

Quantified Benefit Data

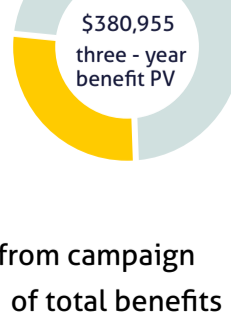
 **2,000** Total data scientist person-hours saved annually

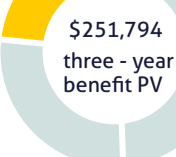
Increased efficiency of data science team: **48%** of total benefits



 **3,255** Total business analysts person-hours saved annually

Increased efficiency of business analyst team: **31%** of total benefits



 Improved conversion from campaign optimization: **21%** of total benefits



For more information go to www.outlier.ai