IRONSIDE

AscentAI
TAP THE POWER OF MACHINE LEARNING

Finding the fans who wouldn't miss it for anything.

Everyone who loves rock has a list of must-see bands, whether for the first time or never-for-the-last time. But promoting festivals with dozens of acts, to fans spread throughout the country and across social media platforms, can be tricky—unless you have the right data.

That's why a CEO Coaching International Client in the entertainment industry partnered with Ironside. Together, we created a machine learning algorithm that scours social media, demographics, and festival attendance data. It can predict which fans are most interested in attending each festival, which allows marketing to target the right fans and sell more tickets.

CLIENT
One of the world's largest independent music festival promoters
▶ Over 30 festival days annually in multiple cities
▶ Multiple festivals with over 150,000 tickets sold per event

CHALLENGE
Effectively promoting festivals featuring dozens of artists to fans with vastly different demographic profiles and purchase behavior.

SOLUTION
A machine learning algorithm that:
▶ Leverages multiple data points per fan, including demographic, social media, and sales data
▶ Identifies factors driving past purchases and predicts future behavior
▶ Informs tailored messaging for each stage of marketing campaigns

RESULT
Employed during the final weeks of sales for an upcoming festival, the Ironside algorithm helped find new fan segments based on social media behavior. Our predictive models enable customized marketing for each festival by training on that festival's unique audience data. This powers highly targeted, scalable marketing as the company expands.

How we deliver.

01 USE CASE DISCOVERY
Identify use cases for key criteria:

- ✓ Data and business viability
- ✓ Business priorities
- ✓ Staffing
- ✓ Customer behavior

02 RAPID VIABILITY ASSESSMENT
Determine if a use case is a good candidate for data science

03 MACHINE LEARNING
Train the ML model which had a successful Rapid Viability Assessment

04 AI IMPLEMENTATION
Deploy ML model into production

05 PERFORMANCE MONITORING
- ✓ Create dashboard featuring key metrics
- ✓ Provide managed services

AscentAI

Start with a small investment.

You don't need to make a big, upfront investment to adopt AI. Start by learning how much you can gain.

Let's talk about how a Rapid Viability Assessment can benefit your company.

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