

2018 DMA ANALYTIC CHALLENGE

ATTN: DMA MEMBERS!

Got a Marketing Data Problem?
(Classification, Prediction or Optimization)
We'll solve it for FREE*!

*** If it is selected for the 2018 Analytics Challenge.**

The DMA Analytics Community organizes this Analytic Challenge open to DMA members, industry practitioners & academia.

2018 DMA ANALYTIC CHALLENGE

It's on!

Member Participants are welcome to either submit a problem or, once selected, a model to solve the problem!

**Problem submissions open until May 31.
Get yours in early for fastest consideration.**

The DMA Analytics Community organizes this annual challenge and is open to DMA members, industry practitioners & academia.

The DMA Analytics Community Analytic Challenge

OVERVIEW

- » The [DMA Analytics Community Leadership Council](#) selects the most compelling marketing problem submitted by DMA members and the Nonprofit Federation. That company or nonprofit becomes the Corporate Partner.
- » A DMA member company is needed to provide the infrastructure to accept submitted models for scoring and ranking. That company becomes the Challenge Partner.
- » The Challenge objective is to find the top 3 scoring models that address/solve the Corporate Partner's marketing problem.
- » Models are submitted to the Challenge Partner by DMA Members, industry practitioners & academia for scoring, ranking and trend analysis for presentation at the &THEN Conference.
- » The 1st place winning model is then transmitted to the Corporate Partner including 5 hours of support - ***all at no charge!***
- » The Top 3 Winners will be announced and invited to present along with the Challenge Partner during the [DMA &THEN Conference \(Oct 7-9, 2018 in the MGM Las Vegas\)](#).

The Corporate Partner...

***Give us your marketing data problem
Or you could spend thousands elsewhere...***

- DMA member brands, companies and nonprofits are welcome to submit their current marketing problem.
- If selected, we will contact you with details including obtaining your anonymized data set for challenge participant use. [Find out more](#).
- The winning model will be transmitted to you, the Corporate Partner, including 5 hours of support - all at no charge!
- To enhance model submissions, any additional prize(s) for the winning model(s) is totally optional.

The Corporate Partner...

PREVIOUS CORPORATE PARTNERS



Problem Specifications

- » Must be a real world marketing oriented business problem with solutions that can be objectively evaluated by simple criteria
- » Suitable problem types include market basket analysis, recommendation engines, detail pricing, customer retention, targeting, and other types of problems involving customer level prediction
- » Must provide a dataset that can be split into training for model development and holdout for model evaluation (preferably about 50k to 100k observations in total)
- » Challenge partner will anonymize and split the dataset into training and validation, as well as provide the evaluation accuracy metric to be used to judge the competition
- » Suitable predictor variables which will help to build the model must accompany the dataset (in case of market basket analysis, this could simply be other purchases made by each customer)
- » Unstructured text, visual images, and quantitative variables can be provided as predictor variables
- » Prediction variable must be quantitative or categorical

Previously Submitted Problems

- » Build the most accurate model possible to predict customer expected value.
- » Build a model that identifies 1X buyers with the greatest likelihood of making a repeat purchase.
- » Patient Re-Activation – Are patients coming back for the same problem? Different problem?
- » Improve marketing to Lapsed donors through better targeting
- » Predicting open and click through rates for email marketing campaigns
- » Build the “best” targeting solution

What is your current marketing problem?

The Challenge Partner...

- Provides the infrastructure and personnel to accept and run the submitted models, score & rank to determine the winners.
- The Challenge Partner LOGO will be showcased throughout on all communications, Analytics Community web site, and...
- At the &THEN18 Conference, moderate a full session to present modeling trends during the process. And...
- Present awards to the top 3 winners with the Corporate Partner.
- Repeat the preso on a webinar for the DMA. [Find out more.](#)

The DMA Analytics Community Analytic Challenge

Previous Challenge Partners



About the DMA Analytics Community

- » **Over 500 members. Director level and up.**
- » **Annual Analytics Journal** – Marketing analytics, application-based articles written by strategists and data scientists. *DMA Bookstore download FREE to members.*
- » **Analytics Community Breakfast** – the annual &THEN conference.
- » **DMA360** – Online forum – Member-posted videos, articles, white papers.
- » **Analytics Community** Leadership Council is made up of member data scientists and practitioners who advise on the content presented.
- » **Marketing Analytics Conference – May 16-18, 2018, Atlanta**
- » **Regional Roundtables** – ½ day learning/networking events in the U.S.
- » **Website – THEDMA.ORG/AnalyticsCommunity**
- » **Questions: Email DMACOMMUNITIES@THEDMA.ORG**

Take the Challenge and Join Us!



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Hurry and meet with your team to either submit a problem or, once selected, a model to solve the problem!

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