

SENETIS

KitchenAid makes every data point count, data modeling drives Sales

AMMA Awards 2023
Best Use of Data

Challenges

—

**Low conversion
volume**

**Less tracking due
to cookies**





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My data is not perfect, and I'm OK with it



Supercharging algorithms by modeling multi-source data points





A/B test modelled conversions

VARIABLE

Google Ads vs. Segment Stream conversions

ROLL-OUT

Brand, Generic and Pmax campaigns
Pilot in Germany



+7%

eCommerce Sales

-27%

CPC



**Put your energy on leveraging the data
you DO have. Instead of using your
energy to find more data.**



Thank you!

