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 **soothsayer**
/'su:θseɪə/
noun
a person supposed to be able to foresee the future.
Similar: prophet prophetess seer sibyl augur wise man wise woman
Definitions from Oxford Languages Feedback
Translations and more definitions

Background:

- Clients want to better understand their customer so they can sell more things at the right time. *Efficiency v emotional effectiveness*
- Customers want things when they need them most and are more averse than ever to ad messages.
- What clients want is emotional ideas that connect with customers and less media wastage in reaching them.
- What clients don't want is extra reams of data and a process that will increase their workload or cost more money.
- Trust in established brands and institutions has been declining (Cambridge Analytica, phone hacking, MP's expenses etc.)
- Too often customers wants and needs are being overshadowed by the wants and needs of brand owners and what media channel agencies are pushing
- No one can predict the future, but **everyone** can help stack the odds in their favour.

Welcome to Soothsayer.

In a nutshell....

... we use existing data and evidence, along with customer need states to create more emotional ideas...

...we then use machine learning, in the form of a predictive modelling, created by world leading mathematicians...

.... on when and how to reach your customers best. A little bit like Amazon for brand owners.

How?

We believe clients and agencies need to identify a customer's needs state to help create more emotional connecting ideas and then use predictive tools to reach customers at the right time.

Emotional needs states

Human insights (using clinical psychology)

+

Data Insight

Our mathematicians use AI modelling (with the wealth of client data already available e.g., past research, sales data, R&D, supply chain analysis, testing and any new research which may be needed) blended for insight and channel creative generation.*

= Helping balance your **efficiency** (CPA, conversion) with **effectiveness** (measuring the strategies you have used)

Predictive modelling	Creative	Distribution
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- Predictive modelling – *future-proofing to save you wasting time and money.*
- Creative – *world-class creation from content to advertising with seamless execution*
- Distribution - *A flexible messaging system based on AI (we've teamed up with folks getting you the eyeballs from influencers to media owners. We'll also work closely with your media agency).*

The Problem in a nutshell

Too often in advertising brands/agencies and customers are in conflicting operating systems. There are no dark arts in this, just how things have evolved and why certain channels and ideas are pushed more than others.

Clients are seeing fewer results from media buys, especially in digital and programmatic.

Clients are looking for a way to better emotionally connect with customers which allows them to strategically communicate and increase sales.

Customers are more conscious curators of what they let and don't let into their mind. Blanket digital media, based on reach and frequency, and non-emotional ideas aren't working as well.

Context is king.

The mathematical challenge - topological data analysis

The recent spread of Covid-19 illustrates once again how the output from mathematical models can underpin everything we do. Soothsayer brings together the creative industry with academia to create machine learning based tools. Business and policy units are using prediction modelling to better understand outcomes. We want to apply the same principles to marketing management by drawing on mathematical theories to be able to draw inference from large amounts of complex consumer data. The problem is that a lot of the data, namely the nature of how the ads are placed, are not available to the marketing manager.

The mathematical challenge is for the client (the company placing the ads) to have more understanding of how the black box algorithms used by the major ad platforms (google, facebook, etc) reach your target audience. If the client wants to advertise a range of products, or to advertise to a range of different customers, are there things that you should advertise together, at the same time of year, at the same time of day, to similar demographics groups.

Can a client learn the parameters of the map between their customers, their cognitive needs, and how different products may be related to each other in terms of co-sales, for certain times of the year, times of day or customer demographics. What would be the right topological model of such data? What is the optimal way to compartmentalise the problem space in order to gain most insight? If it were a network representation, what would nodes and links represent? Are there analogous problems within topological data analysis research?

This could be seen as an example of grey-box modelling, where the complexity of the algorithms being used to target customers is not available to you. Instead, you only can view this as an input-output process, the algorithms used by google, facebook etc are not available to you, you can just specify input parameters such as a target demographic and amount of spend over time.

Also, in terms of the outputs, there is a distinction between “click through”, that is number of customers who view your ad, and “sales”. Is it sufficient to generate good click through, or are co-ordinations between certain products more effective than others at generating sales?

Is there any way to understand whether certain potential customers are being put off through over-exposure?

Finally, in the middle of a campaign, could one learn in real time which of the values of the ad-placement parameters are more effective than others? There could be an element of design of experiments theory, or the theory of A-B-testing to gain maximum information during the first part of a campaign to be more effective in the latter part.

Some limited data sets are available during the study group as well as expert clients who have been used to spending huge amounts on advertising.