Demonstrate ROI with anomalies

Find hidden value with anomaly detection

We often think of anomalies as bad. In fact, sometimes anomalies are a good thing.

Imagine that you are a brand manager who has been running an online promotion for a while. It's been generally successful. Related sales have been good but have started to trend down in the past few months. You're worried that the promotion might be getting stale, so you convince senior management to fund a major on-site event for the brand at your flagship store.

A couple of weeks before the event, you begin a program that targets customers that qualify as loyalty members but have not signed up yet. A big jump in customer interest by these customers will justify the cost. Emails to this audience promoting the event have been flowing steadily.

The event goes off on Saturday without a hitch. Nearly 2,000 potential loyalty club members attended and are now entered in the audience database. Your program is configured to send a follow up email to everyone who registered.

On Monday, you log into Campaign and you receive a system notification that an anomaly has been detected in the event follow up program. You've come to rely on the analytics and anomaly detection available in your programs to give you a quick and clear view of how they are performing. So, you immediately open the Metrics tab in your program to see what's happening. The **Clicks (unique)** metric grabs your attention.
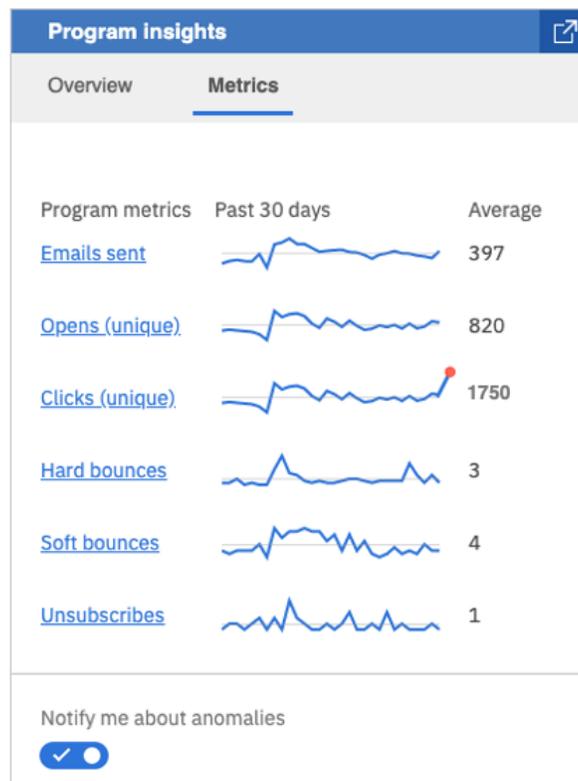
A red dot on the chart indicates a big spike in the number of clicks in the email that the program sent. You click **Clicks (unique)** to dig a little deeper into the results.

In the metric detail, the anomaly is even more striking. Last night's email clearly exceeded the bounds expected by the program analytics. The red dot that identifies the anomaly is clearly outside of the green bounds area that defined expectations. When you click the dot, the anomaly detail reveals that nearly everyone who registered at the event also engaged by responding to the follow up email.

It's easy to see the value in this data. The anomaly detected in your program will help you demonstrate a positive ROI by clearly showing that the money spent on the event directly resulted in a surprising increase in customer interest and engagement.

You have a meeting with the senior management team tomorrow. They'll want to know if their investment paid off. Now, thanks to a detected anomaly, you have the numbers to prove that it did.