

Working with Predictive Scoring



This article supports Audience Studio - Legacy.

Leveraging machine-learning techniques is crucial to efficiently and effectively understand customer data. Marketers who use TD do not need to be familiar with machine-learning and data science.

Our predictive scoring enables you to enjoy machine-learning capability in your day-to-day activities with no technical or theoretical expertise. Marketers can predict profile behavior such as who is likely to churn, purchase, click, or convert in the near future.

Learn more:

- [Tuning Predictive Scoring](#)
- [How Feature Guess Works](#)
- [Predictive Scoring Tutorial](#)
- [Predicting Customer Behavior](#)
- [About Training and Predictive Scoring Determination](#)
- [About Predictive Profile and Scoring](#)