



Machine learning empowered by the University of Warsaw

MIM Solutions specializes in hard tasks. We are proficient in providing effective machine learning solutions, especially when standard methods have failed. However, for the most common problems we specialize in, we offer a set of generic services ready to deploy on any environment in no time.

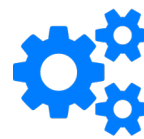
Particularly, we offer:



Recommendation systems



Prediction systems



Tailor made products

Do you know how to get insight into your client behaviour and monetize information you already have?

- Use our analytical system.

#### ANALYTICAL SYSTEM INSIGHT.MIM

We present you an innovative IT system that uses the latest technology and machine learning algorithms.

#### HOW DOES IT WORK?

By running the Insight.MIM we can **automatically identify behavioral clusters** and show what attributes are specific to your online customers. In this way you can target them in highly personalized marketing campaigns. All of this is done online by our machine learning algorithms. Hence, instead of sending messages based on one point of past customer behavior, we continually take in data, analyze it, and gain insights to allow you to personalize messaging.

Insight.MIM identifies segments correctly in an objective way. No man-made mistakes are here possible and there is no need for guessing and segmenting by manually finding rules.

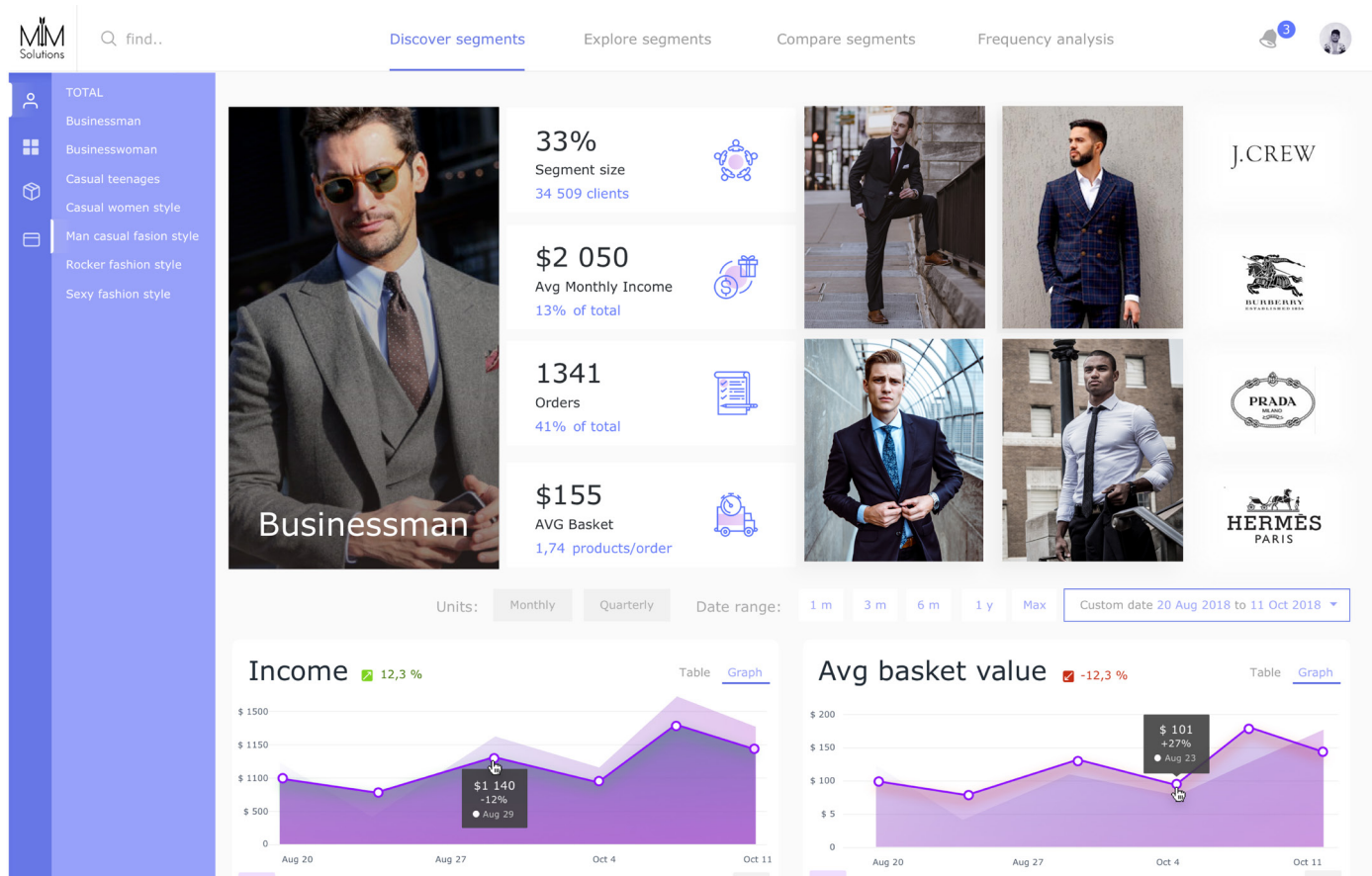
#### ADVANTAGES OF INSIGHT.MIM

- Full personalization of client communication on a mass scale
- Personalized product recommendation
- Generation of insights that constantly adjust and refine adopting to different behaviors of your users
- Better efficiency in acquiring new customers and retaining old ones
- Business forecasting with more accuracy
- Optimization of advertising campaigns
- Continuous adjustment of your business strategy & processes

#### ABOUT US

MIM Solution has been created by Professor Piotr Sankowski – one of the most talented Polish scientists, Scientist of the Year 2018 (NCN Prize) and winner of Crystal Brussels 2018. Our team consists of high-class Machine Learning experts, graduates of the Faculty of Mathematics, Computer Science and Mechanics at the University of Warsaw, winners of Mathematical and IT Olympics, outstanding people with ambitions. Please visit: [www.mim-solutions.pl](http://www.mim-solutions.pl)

In our dashboards, we present segments which represent users with specific and characteristic behaviour. Describing segments is important but comparing them in real time is crucial. We deliver both.



They have already trusted us:



10/10 Facebook score for ad campaign  
+8% in CTR



+14% in income!



Automatic ads categorization

We are looking forward to doing business with you!

Write or call to schedule an appointment with us.

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