


What Makes Hook's ML Prediction Models Better

How we build Machine Learning models to protect and grow your revenue

Not all churn prediction models are built equal. Most will catch some signals, some of the time. Hook's bespoke Machine Learning models are built to do more: earlier warnings, greater accuracy, and a clear next step for every at-risk account. That's what turns prediction into revenue.


Your own bespoke model

Hook builds a bespoke model for every customer: trained on your historical data, configured specifically for your business, and using only the metrics that are meaningful for your customers. We test multiple combinations of settings and features until we find what performs best for you specifically.

 **Why it matters** · A generic models will make generic predictions. Your Hook model is built to understand your customers specifically.


Actions, not just alerts

For every at-risk account, Hook tells you exactly what to do to make it healthy again. Example: "If X customer increases activated user rate from 45% to 62%, renewal likelihood moves from Low to Medium." On top of that, our Playbooks give users step-by-step actions to actually move that number. CS teams don't have to guess what to do next, Hook tells them.

 **Why it matters** · Predictions without direction put the work back on your team.


Risk signals months before renewal

Most churn models are trained on what an account looks like at the moment of renewal: so that's the only point they can predict accurately. Hook trains on what accounts look like at 30, 60, 90, 120, 150 and 180 days before renewal too. That means the model genuinely understands early warning signs, not just late ones.

 **Why it matters** · Reliable signals up to 6 months out, so you have time to change the outcome.


Built to get more accurate over time

Most tools deploy a model and leave it. Hook tracks model performance continuously, measuring accuracy against real outcomes and flagging any decline. When performance drops below a threshold, the model is automatically retrained on the latest data, keeping predictions sharp as your customers' behaviour evolves.

 **Why it matters** · You never have to wonder whether the model has gone stale: it hasn't.


Scores that don't flip-flop week to week

If an account flip flops from red to green week on week, your CS team will either burn time chasing false alarms or learn to ignore the tool entirely. Before launch, Hook tests scores across multiple simulated weeks to ensure stability. Once live, scores are designed to move only when something real has changed, not because of noise in the data.

 **Why it matters** · A score that changes every week gets ignored. Consistent scores get acted on.

Churn *and* contraction, we predict both

Most churn models treat retention as binary: an account either churns or it doesn't. But a renewal at 50% of prior contract value is still a revenue problem, just a quieter one. Hook treats any renewal below 75% of prior value as a churn event by default, and is fully configurable to match how your business defines contraction.

 **Why it matters** · If your model ignores downgrades, and only detects full cancellations, it's only telling you part of your revenue story.



Predict churn with 80%+ accuracy, months before renewal.