Reaching the Right Audience Online with Wealth-Based Targeting

Firm Reallocates 78% of Impressions

Challenge: Identify Qualified Online Consumers for Online Advertising Campaigns

Advertisers and media planners are presented with an abundance of data to use in their online campaigns, whether via online ads, landing pages, or partners. While choice of channel, frequency, offer, and creative are all important, targeting the right audience is a key element to online success.

Most targeting efforts for online ads rely on panel-based demographics or online behaviors, yet the targeting criteria offered by these options are often insufficient to identify qualified consumers. With display ads eating up a significant percentage of the total budget for online efforts, advertisers need to ensure that their valuable marketing dollars are directed at the right audience.

This is especially true for advertisers, such as financial services firms, that are seeking wealthy consumers. Many financial services firms looking for prospects with high investable assets target their online ads based on income as well as on geography and online behaviors. However, income is not necessarily a reliable indicator of available assets to invest. In addition, ZIP code level income data can be geographically unreliable and does not provide significant differentiation in terms of assets, thus causing many ads to be served to unqualified online visitors.

Solution: Pinpoint and Target High Asset Visitors by Wealth Measures

A leading financial services firm was planning an online acquisition campaign to attract consumers to open new accounts with the firm and to increase brand recognition among affluent customers. Based on previous research, the firm identified its target audience as those with over $100,000 in invested assets.

Financial Services Online Marketer

CHALLENGE

Financial services firms and their agencies have a wide variety of options when it comes to targeting online consumers. Yet reaching qualified consumers in the digital world is challenging given the lack of information on most consumers' online histories and the privacy concerns associated with behavioral targeting.

SOLUTION

A leading financial services firm leveraged our wealth-based Digital Targeting Segments to improve its online targeting by serving ads to consumers that were likely to have the desired financial characteristic for its products and services, while maintaining consumer privacy.

RESULTS

By using our audience targeting solution for its online acquisition campaign, a financial services firm was able to:

- Reallocate 78% of its campaign impressions to visitors likely to have at least $100,000 in assets
- Create an expected 88% increase in the average opening balance for new accounts

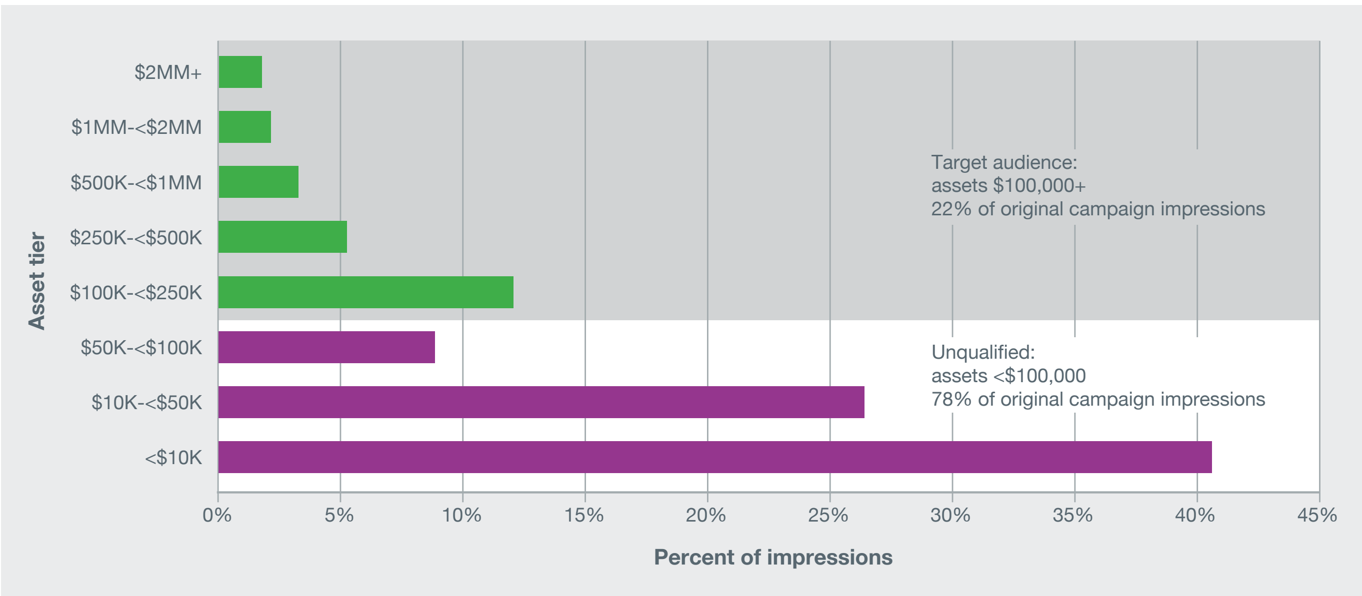
case study

Back-end analysis finds that 78% of impressions were served to unqualified consumers

The firm first examined the effectiveness of a prior campaign that had relied on a $75,000 minimum income filter to target online consumers and determine online ad placements. Using AudienceInsights™, the firm was able to view the audience composition of visitors broken down by our proprietary asset tiers.

The firm discovered that approximately 78% of impressions had been served to unqualified consumers – those in households that we estimate to have less than $100,000 in invested assets. See Figure 1.

Figure 1: Impressions served to target audience when using estimated assets as filter



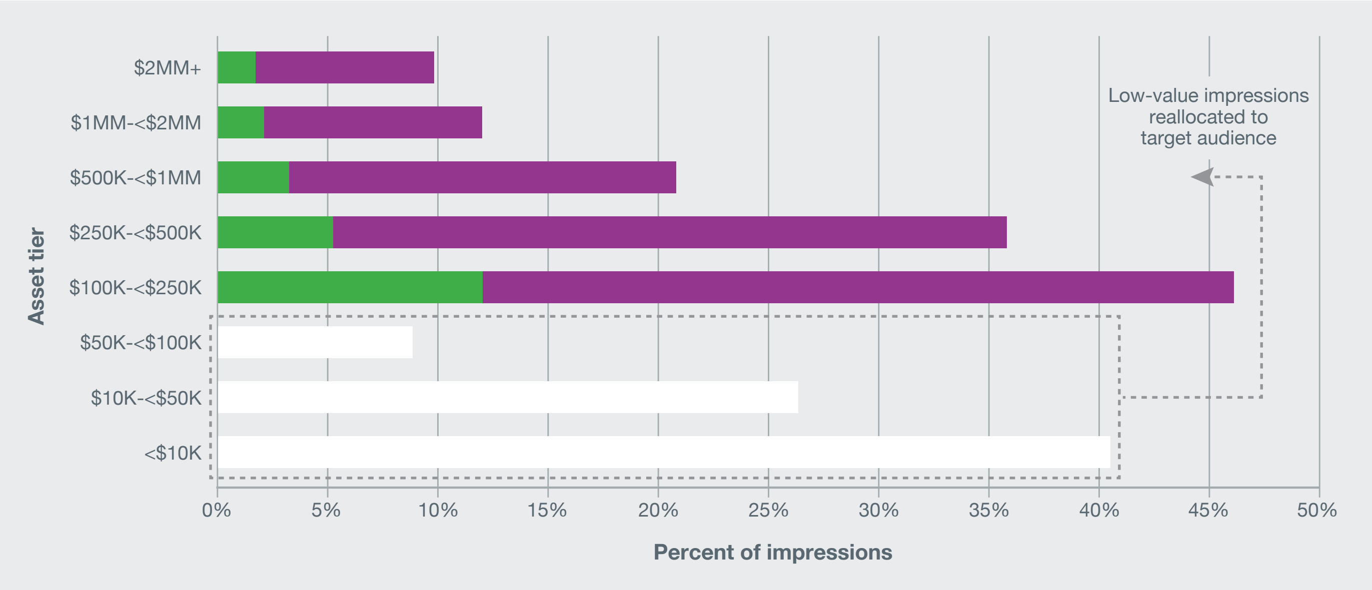
New online acquisition campaign targets visitors by invested assets

For its next online acquisition campaign, the firm introduced our wealth-based Digital Targeting Segments to its digital agency. The firm was already using our financial measures in its traditional offline marketing programs with great success, as the measures are able to estimate the total invested assets held by households in their target markets. For online campaigns, our digital marketing solutions are built on anonymous, aggregated data at a neighborhood level, to protect consumer privacy.

For its new acquisition campaign, the firm used our audience targeting solution to differentiate online consumers in real time based on their financial profiles. As a result, the firm was able to serve ads only to visitors that lived in geographies where we estimate there is an average of over $100,000 in invested assets per household, its cutoff point for defining a qualified consumer.

As Figure 2 shows, the firm reallocated its ad spend to target only those visitors likely to have over $100,000 in assets, thus avoiding spending marketing dollars on consumers that were unlikely to have the right financial profile for its brand.

Figure 2: Impressions reallocated to visitors likely to have $100,000+ in invested assets



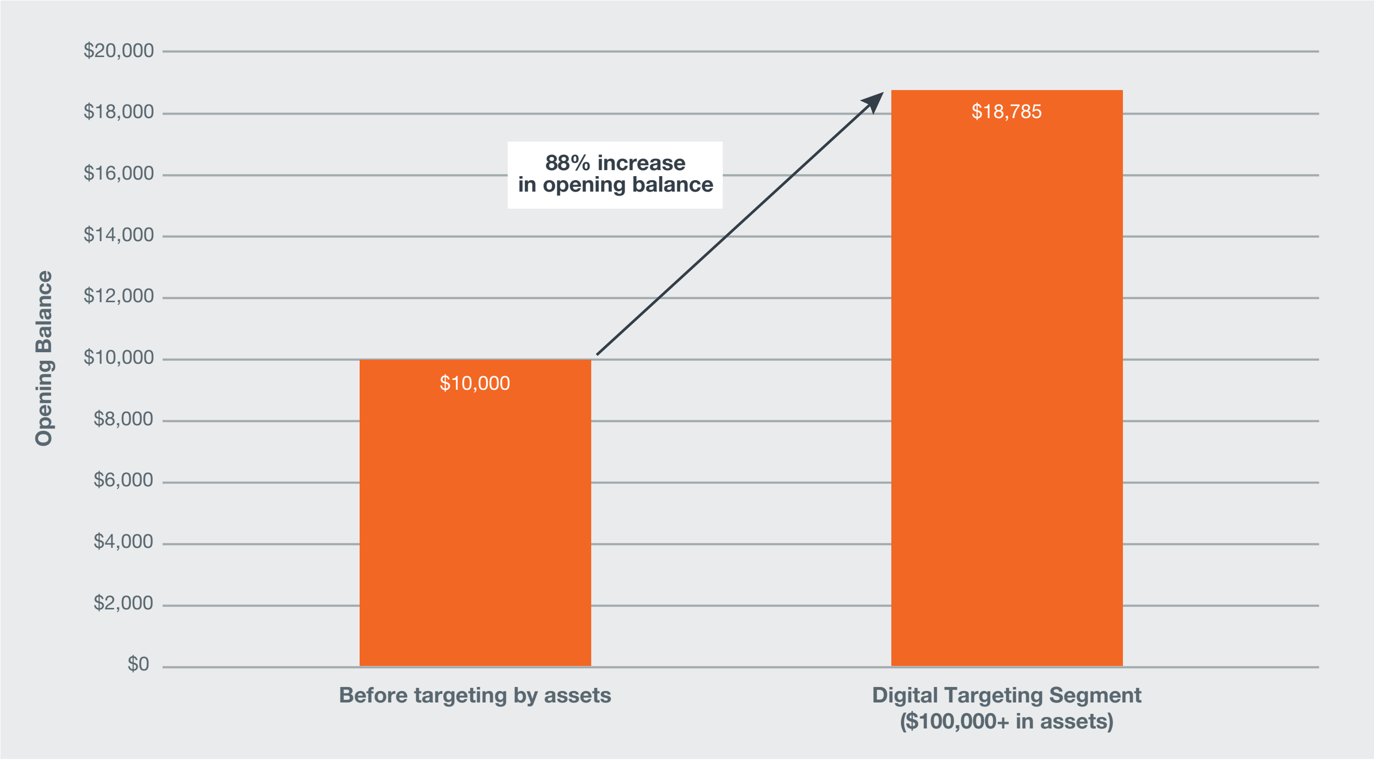
Results: 78% of Campaign Impressions Reallocated to the Right Target Audience; Expected Opening Balances Increased for New Accounts by 88%

By using our Digital Targeting Solutions, the firm reallocated 78% of its campaign impressions to the right audience. In addition, by targeting only wealthier visitors instead of all visitors, the average opening balance for new accounts is expected to increase.

Assuming the average opening balance for new accounts was $10,000 before the campaign, by targeting only those visitors likely to have over $100,000 in invested assets, the resulting average opening balance for new accounts is expected to be over $18,000 — an 88% increase. See Figure 3.

By narrowing the target audience, the firm also expects to cut provisioning expenses on new account setup efforts, including decreased calls to call centers from unqualified consumers. In addition, the improved targeting should help the firm achieve its goal of increasing brand recognition among affluent users.

Figure 3: Expected increase in opening balances from targeting by assets



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2010 Case Study. Results may vary based on actual data and situation.