

Surpassing Online Cost per Acquisition (CPA) Goals with Financial and Economic-Based Audience Targeting

Challenge: Improve CPA and Audience Targeting for Online Ad Campaigns

A leading financial firm was running an online display advertising campaign promoting a subscription-based tool that helps consumers manage their finances. The core criterion for determining which consumers would receive the ad for the tool was age, so ads were targeted to those consumers in a particular age group.

At first glance, the campaign was doing well – new customers were subscribing for the tool and the CPA of \$50 was matching the front-end performance of previous online campaigns.

Solution: Utilize Financial and Economic Measures to Target Qualified Online Prospects and Lookalikes of Previous Subscribers

The firm first used AudienceInsights™ to define a target audience that was likely to become new customers and then used our audience targeting to reach those users online. By advertising to the right audience and using an appropriate message, the firm anticipated less wasted spend on unlikely prospects, as well as increased relevance toward qualified prospects.

Part 1: Understand the target audience with AudienceInsights

First, the company conducted an AudienceInsights analysis. They placed pixel on their offer landing page and order confirmation page, so that we were able to anonymously score the site visitors who became subscribers. We then analyzed the new customer file gathered during this process based on a variety of proprietary financial and economic measures. The analysis revealed that subscribers had the following attributes:

- **Estimated income range \$77,000-\$187,000:** Based on our proprietary total income measure, Income360[®], which estimates households' total income based on income from assets plus income from wages
- **Predicted economic characteristics segmented by our Economic Cohorts[®] clusters:** The subscribers were concentrated in 16 Economic Cohorts clusters. Economic Cohorts is our household segmentation system that groups customers into 71 clusters by estimated total income, ability to spend, ability to pay, and likely credit usage, in combination with key demographic, lifecycle/lifestage, behavioral, lifestyle, and geographic attributes

Part 2: Improve targeting with our audience targeting solution

IXI Network Member Financial Services Firm

CHALLENGE

Gauging the success of current online campaigns by comparing them to the performance of past campaigns is not enough. Most campaigns have significant room to improve, whether measured via CPA, impressions, conversions, or other metrics.

SOLUTION

A firm that helps consumers manage their finances decreased the CPA of its online ad campaign by using our digital financial and economic measures to better target qualified prospects.

RESULTS

By using our digital solutions to identify and target qualified prospects for its online ad campaign, the firm was able to:

- Narrow the target audience by over 53%
- Decrease the CPA by 62% compared to a previous campaign with the same goal

Based on this analysis, we recommended that the firm narrow its target audience for the online ad campaign to visitors that met the above criteria.

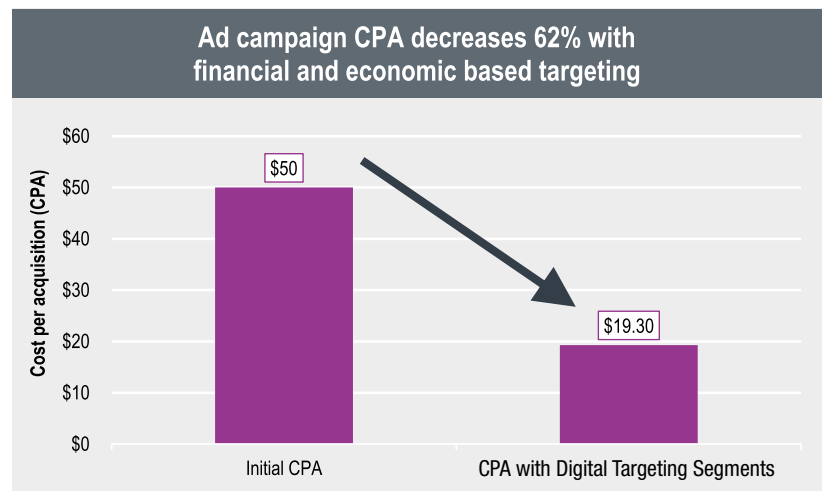
Once the target audience was determined, the firm used our Digital Targeting Segments to deliver its ads for a six-week period. While still keeping a broad, brand-safe site list, the firm could now focus its ad delivery on only the visitors that were likely to have the same characteristics as past subscribers – those that were most likely to fall within the designated income range and Economic Cohorts clusters of past subscribers – while protecting visitor privacy. We also utilized supplemental approaches such as remarketing to previous visitors to the firm’s site and extending reach with additional lookalikes.

Optimization was an important component of the targeted campaign as well. Each advertiser and campaign is different, so online delivery engines perform best after a short learning curve. Because the firm allocated six weeks for the campaign, we were able to utilize the likely behaviors and preferences of the targeted Economic Cohorts clusters to optimize for site selection, creative performance, and other factors that helped to continually decrease the CPA while still meeting delivery and audience targeting goals.

Results: Narrow the target audience by over 53% and achieve 62% decrease in CPA

By using our audience analysis solution and serving ads to likely qualified prospects, the firm significantly improved campaign performance. The firm tracked subscriptions for the six-week period and successfully met its goals:

- The campaign’s final week ended with a \$19.30 CPA – a 62% decrease in CPA from the original average CPA of \$50
- The firm narrowed the target audience by over 53% and significantly reduced spend on advertising to visitors that were unlikely to be qualified prospects
- The firm tailored the ads’ messages and creative to resonate with the target audience by incorporating the likely behaviors and preferences of the designated Economic Cohorts clusters into the ads



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

CONTACT US

info.ddm@equifax.com
800-210-4323
equifax.com/DDM

