

CASE STUDY:

Data, Insight

Industry: Nationwide
Multi-Billion Dollar
Corporation

Overview

You may think you're starting out with the right data, but are you really?

This corporation we work with thought they were using their golden audience, their "business as usual" audience when deploying their email campaigns.

We made a slight recommendation to a change in their target audience and they we're surprised by the results.

OUR APPROACH

The Right Data

Data is the foundation for all successful marketing. However, "Data" is a vague umbrella term, making it difficult to know exactly how it can help your business.

What kind of "Data" are we talking about? We are talking about all the Data that fuels successful marketing campaigns! Such as: Audience Data, Location-Based Data, Mailing List Data, Digital Audience Data, and more!

Client's Audience:

Homeowners
\$100K+ Household Income
High Income to Debt Ratio
15yr+ Age of Home

Our Recommendations:

Loan Transaction Type : Construction, Refinance
Home Market Value : \$500,000+
Property Type : SFDU, Condo
Income \$100,000+
Omit Trust Records

Both of the above audiences received the same mailer.

RESULTS/CONCLUSION

With the audience changes suggested by our team, this client reported an increase of over 35% in revenue per mailer and an overall 31% higher conversion rate against the usual list they purchase for marketing.

"It was a very successful audience test for us!"

- The Client