

Financial Services Company Reduces Costs and Improves ROAS for Digital Prospecting

Challenge

A top tier financial services client saw success in prospecting through digital channels from a conversion standpoint but raised concerns around the actual conversion costs, which made smaller scale audience testing impossible to do.

Solution

Acxiom implemented critical actions to enhance cost efficiency, which included the creation of a Clean Room that enabled us to build pseudonymous processes to bring in data from the client and their partners.

Results

The actions lowered monthly onboarding fees by 70%, which inadvertently reduced the cost per account and improved the overall return on ad spend (ROAS).



Decreased
cost per account

Increased
ROAS

ACXIOM

Case Study

Data Management • Financial Services