



Financial Services Case Study

A leading banking provider, who offers banking products in its name and in the name of affinity groups, was looking to expand its direct marketing campaign to reach customers online. Historically, the bank relied on traditional direct marketing campaigns to reach its customers and had not been doing any online display advertising. The bank wanted to increase the efficiency of its marketing programs by including digital as a direct marketing channel. They turned to Datamyx to help them reach online customer prospects that looked like their current best customers and measure the ROI based on offline conversions.

Delivering Digital Ads to Targeted Prospects

Datamyx worked with the bank to model out an optimal prospect file and used LiveRamp to onboard two-thirds of the file for online targeting. The other one-third was maintained as a control group and no marketing communications were directed at them. Data about the onboarded group was uploaded into Collective's ad network, enabling the bank to serve ads to prospects and log their exposure for 30 days. Datamyx measured the

"Onboarding is essential to running an effective digital marketing campaign. It is a vital way for brands to reach their optimal audience online and measure impact on offline transactions. With the bank, onboarding helped them reach and convert online prospects who looked like their current best customers."

DWIGHT GREEN, GM/SENIOR VICE PRESIDENT, DIGITAL AT DATAMYX

DATAMYX



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effectiveness of the bank's online ad campaign by looking at the difference between the control group and the onboarded/exposed group based on consumer bank accounts opened during the ad campaign and for another 30 days post-campaign.

"Partnering with Datamyx and LiveRamp to onboard offline data enabled us to reach the intended audience as defined by their unique offline activities. Collective's ability to target the right audience online and tie the segment back to actual offline account sign-ups enabled the client to validate the effectiveness of the campaign with true ROI measurement. The campaign's success is proof that this targeting solution produces results."

LUKE MCGUINNESS, SVP, DATA & PRODUCT STRATEGY AT COLLECTIVE



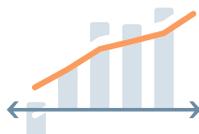
Finding Success Online

Following its first targeted direct marketing campaign online, the bank achieved great results. It saw a more than 150 percent response rate improvement for the onboarded and exposed consumers based on checking accounts opened. The campaign also resulted in a more than 40 percent ROI improvement based on the customer lifetime value for the onboarded group. The bank was able to move beyond the standard measurement of click-through-rates to directly measure the offline conversions rates. The result? The ability to measure the true ROI of its online ad campaign and directly compare the effectiveness of traditional direct marketing campaigns with their digital ones.



150% ↑

Response Rate
Improvement



40% ↑

ROI Improvement

Best Practice Tips

- ▲ **Cap your Ad Impressions Per Unique Consumer.** Cap ad frequency so that your audience isn't overexposed.
- ▲ **Privacy is Paramount.** Find a partner who understands the financial services industry and the privacy guidelines specific to your business.

About LiveRamp

LiveRamp connects data across more than 130 digital marketing applications. By onboarding customer data into the applications developed by our partners, we help leading brands eliminate data silos and run more efficient marketing programs.



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