

A LiveRamp Case Study

# Leading Satellite TV Provider Leverages Alliant Proprietary Payment Score Performance Audience to Power Facebook Acquisition

Alliant Audiences, delivered by LiveRamp, helped the television provider target high-value consumers.



## The Challenge

The in-house digital marketing team at leading satellite TV provider was looking to reach homeowners, new movers, and consumers likely to purchase their satellite services. A key campaign goal was to identify audiences with strong payment performance and high lifetime value.

## The Solution

Alliant combined its deterministic homeowner, new mover, and propensity to purchase satellite audiences with high tiers of consumer purchase performance. Alliant's Payment Score segments are useful for targeted marketing to consumers with higher expected lifetime values. The selected custom audiences were then integrated into Facebook through Alliant's distribution partner, LiveRamp. The client solidified that Alliant and LiveRamp are a unique part of their targeting efforts:

**"We are [only using Alliant custom audiences,] first-party, lookalike modeling, and Facebook native targeting."**

## The Results

The Alliant audiences exceeded:



**KPI goals in both  
scale and performance**



**Some audiences as large as  
22 million**

**"Performance looks good, as well as scalable...The [audience strategy] was to drive sales from users with high lifetime value. And we have reached our goal for that specific business KPI."**

They plan to use the audiences going forward due to the favorable results.

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