

Efficiently Growing Private-Label Credit Card Signups

A popular women's apparel retailer needed to increase credit card signups, but traditional channels didn't have enough scale for optimal performance. To reach new customers, Conversant was the perfect fit.

BY THE NUMBERS



39%

above monthly goal for new card signups

27%

under original CPA goal

\$109M

messaged revenue at the retailer

CHALLENGE

As a women's retailer catering to young professionals, the brand was looking to reach new customers with credit card signups. However, as it continued to fall short of CPA goals for credit card acquisition, it realized its current marketing channels were exhausted.

SOLUTION

By combining the brand's first-party data with Conversant's robust knowledge of 200+ million people spanning across 7,000+ online and offline attributes, we modeled desirable attributes of existing cardholders to find similar prospects currently unknown to the brand. These insights helped the brand reach qualified, in-market consumers with display across desktop, mobile and tablet.

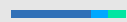
To find new customers, we:

- Matched 83% of their buyer file to privacy-protected profiles
- Modeled their best customers' behavior to recognize qualified prospects
- Delivered relevant messages to drive credit card acquisition

RESULTS

Over the course of a year, the campaign generated thousands of new credit card approvals for the brand at a lower CPA than other channels, proving the efficiency and scale of digital.

Learn more



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10M

people messaged each month

95%

approval rate