

Connecting Customer Data to Drive Credit Card Signups

A big-box retail chain needed to drive online and in-store card signups by finding and influencing their most relevant customers on digital. Conversant was the only partner that could deliver the digital reach.

BY THE NUMBERS


98%

above goal for new card signups in one month

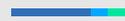
66%

under original CPA goal

40%

increase in approval rate

Learn more


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CHALLENGE

The retailer wanted to drive card signups in a budget-friendly way, with a low cost per acquisition (CPA). They needed to efficiently connect with their customers online and then measure the campaign's impact on online and in-store signups.

SOLUTION

We onboarded the retailer's cardholder file and combined it with our profiles of 200+ million people, which give us a high-definition view of each person across 7,000+ attributes. Once the retailer implemented strategic site tagging, they had unified views of their customers, online and offline, that combined recent brand interactions with third-party data. This allowed them to identify and reach only net-new, qualified prospects who looked like their best cardholders, and withhold their marketing from everyone else.

With access to our years of historical data about each person—even non-customers—the retailer delivered relevant, personalized messages that motivated a response, instead of the typical industry-standard ads that push static, impersonal offers.

RESULTS

In total, the campaign came in at **66% under the original CPA goal, and the campaign was 98% above goal for new accounts in one month.**

Combining their customers' first-party and third-party data enhanced the retailer's customer knowledge, allowing them to optimize their campaign efficiency by reaching a more approvable audience—delivering lower cost-per-signups (CPS) and driving measurable results.