

Refined Targeting Tactics Reduce CPA by 68% for Financial Services Institution

Goal

This established financial services institution wanted to create a digital campaign that built on their previous marketing efforts. The goal was for current and prospective members to apply for checking accounts and credit cards.

Challenges

- **Transparency:** The client did not have historical data of budget allocation toward working media.
- **Thought Leadership:** Data-only reporting did not develop any insights or forward-thinking strategy. Also, no backend algorithms with optimization were in place.
- **Service:** The client had no day-to-day servicing of the marketing campaigns and had ongoing team attrition.

Solutions

- **Transparent Relationship:** The Basis Technologies team educated the client on how to create significantly more efficient digital campaigns.
- **New Strategic Thinking:** Basis Technologies helped to revise the client's budget allocation to 55 different targeting tactics that explained behavioral attributes.
- **Raving Fan Service:** Basis Technologies' dedicated team provided a human touch and reporting insights during weekly in-depth performance reviews.

Results

15%

More working media

\$6.63 CPM

vs. \$8.88 with other partner

25%

More efficient CPM

68%

Decrease in CPA