

# Case study

## Agency

**OBJECTIVE :** An agency had a finance client who needed help with an invitation to apply (ITA) for their new product.

**SOLUTION:** Experian's Custom Analytics team developed intelligent targeting for this ITA campaign using prior campaign responders as well as their traditional customer base:

- **Response Model** – Based on responders from previous campaigns it identifies targets most likely to respond to a campaign (30% of responders among top 20%)
- **Lookalike Model** – High performing targeting solutions were devised from prior campaigns and developed for each customer group (33% of customers captured in top 20%).

**RESULTS:** To maximize campaign cost against funding & response rates, the firm split targeting into groups.

- **Primary Targets** – Targeting the top 3 tiers across both models with diverse engagement across pricy channels like DM & cable TV as well as more inexpensive digital options.
- **Secondary Targets** – Next 3 tiers of responders with less expensive channels; digital news and email.

Model Matrix	Responder Model Tier										
	A	B	C	D	E	F	G	H	I	J	
Customer Model Tier	A	3% Avg Funded Primary Targets			3% Avg Funded Secondary Targets						
	B										
	C										
	D										
	E										
	F										
	G										
	H										
	I										
	J										

