Case study
Large investment advisor

O B J E C T I V E : A large investment advisor wanted to leverage prior campaign learnings to better utilize their primary marketing channel (addressable TV) with several lead sources

S O L U T I O N : Digging into prior addressable campaigns, Experian's Custom Analytics team developed a multifaceted process dependent upon:

- **Product Line Offered** – Modeled each product line to predict likelihood of acquisition or expansion from existing account holders.

- **Likely Investment Amount** – Robust regression models were built predicting investment amount.

- **Multi-Channel Inclusion** – Process for post-impression contact was established for direct mail & email contact.

R E S U L T : This complex approach to targeting improved both performance and revenue forecasting, for customer acquisition and cross-selling campaigns.

- Two-tailed **statistical significance at 90%** seen for each model

Product Line Offered

Targeted Viewer

Brand A Customer   Brand B Customer   Prospect

Multi Channel Marketing

Addressable TV Viewer

Email Eligible   Direct Mail Eligible   EM & DM Eligible

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