



Case Study

National department store

Problem: Prospecting campaign to drive online sales by acquiring new credit/debit card activations prior to the store's largest sale event

Solution: Launched a national prospecting campaign through Facebook; Selected ConsumerViewSM audiences (*loyalty card shoppers, Department store shoppers, Brand loyalist and CC loyalist-Visa*) and used the advertiser's CRM file of current credit/debit cardholders for suppression. Experian also created a look-a-like model to expand the targeted audience.

Results: The expanded match helped to nearly double the department store's targetable audience with return on Ad spend improving by half versus their previous targeting group. Increased online sales prior to the sale opening to non department store CC/Debit cardholders. They were very pleased with the results given that the department store's cardholders are some of their best customers.