

## 12% Lift Delivered for Ad Recall through Social Marketing

**Challenge:** Provide relevant marketing content when it's wanted, where it's wanted for a fast-food restaurant chain. Find audiences where they are highly engaged – social media. Drive brand/ad recall within two days of being exposed to the ad.

**Solution:** Acxiom combined Audience Propensities®, InfoBase® attributes and PersoniX® segmentation to create customized audiences to reach consumers for out-of-home consumption. Utilized unique product attributes and quality messaging for ad recall.

**Results:** Acxiom data was the top performer in ad recall with a lift of 12% vs. competitors at 8-10%.

Pinpoint best prospects



heavy social media users

Augmented



with Acxiom data

By leveraging Data Guru for a custom quick-service restaurant segment, the brand saw highest ad recall

Industry-leading



privacy & compliance

Recognized the value of a implementing a



custom audience

## Pinpoint best prospects



Bank with airlines reward cards sees **64% reach** and 4,248 cards approved

## Augment with Acxiom data



National lifestyle publisher sees **25% increase** in response rates with **200% ROI increase**

Use **Acxiom Digital Audiences** to actively engaging consumers with the ads relevant to their daily lives

## Acxiom data outperforms



Global toy company sees **24% higher PTA** (people taking action ) with Acxiom data vs. Facebook interest segments

## Click-through rates



Major automaker sees **4x click-through rate** with a low cost per customer

Succeed with Acxiom Digital Audiences.

Email [dataguru@acxiom.com](mailto:dataguru@acxiom.com) and begin your journey to higher-performing campaigns.