

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 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 and begin your journey to higher-performing campaigns.