

## Steak & Wine: Luxury audiences yield 89% video completion rate

**Challenge:** Drive awareness, online reservations, foot traffic, offline sales, and bookings of events in private dining room.

**Solution:** Implement Data Guru audience recommendations including: Acxiom predictive models of luxury buyers/diners and GfK MRI attitudinal data purchase behavior.

Utilize online video to build awareness and display advertising to encourage consumers to make an online reservation.

**Results:** 89 percent video completion rate, which is 19 percent higher than the industry standard and a click-through rate 5x higher than the industry standard.

Pinpoint best prospects



heavy social media users

Augmented



with Acxiom data

Customer acquisition and retention campaign targeting consumers who pride themselves on their social status, taste for good wine, dining at fine restaurants and splurging at high-end department stores.

89% Video Completion Rate



19% higher than industry standards

Click-through rates



5x industry averages

### 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

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

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### 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.