350% Lift for Educational Institution

**Challenge:** An educational institution needed to determine how much to spend on each segment across different media for the greatest return. Data and segmentation from a major provider of education data only gave the organization a geographic- and household-level understanding of consumers.

**Solution:** DataTech brought in Acxiom’s InfoBase® Consumer Enhancement, which provides hundreds of data elements for a true individual and household-level view of a consumer. For the first time, the organization could communicate uniquely with multiple segments.

**Results:** DataTech typically sees a minimum 20 percent lift in results by appending Acxiom data to clients’ records. DataTech modeling using Acxiom data and the client’s internal data yielded a 219 percent lift in the top decile over the prior model built with another enhancement source.

By enlisting Acxiom as its strategic partner for all things data, DataTech was able to leverage Acxiom’s data to communicate across multiple segments, which improved campaign results dramatically.

- Developed well-rounded customer understanding
- Improved campaign results over 350%
- Expanded multi-segment communication
- More precise customer targeting