

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.

Developed well-rounded



customer understanding

Improved campaign



results over 350%

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.

Expanded multi-segment



communication

More precise



customer targeting