

Acxiom Propensity Models Provide up to 75% Savings on New Client Acquisition

Challenge: Upwork, the world's work marketplace connecting businesses with independent freelance talent, wanted to find more ways to scale its client acquisition campaigns while maintaining efficiency.

Solution: Upwork turned to Acxiom, a certified LinkedIn marketing partner, to leverage Acxiom Audience Propensities to access a richer set of tech-based audiences and achieve a more accurate reach, and more precise testing.

Results: Upwork realized up to a \$150 savings on cost per job post, expanding scale of quality, technology-based audiences, and the ability to acquire additional clients it otherwise would not have reached.



©2021 Acxiom LLC Confidential

Expanded scale



of quality tech-based audiences

\$150



Savings per job post

Partnering with Acxiom enabled Upwork to reach a **richer dataset** of customers and provided a **significantly higher return on investment.**

Leveraged 150+



technology
propensity models

3,500 market-leading indicators



to predict brand affinity,
preferences, and behavior