

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 utilize Acxiom Audience Propensities to access a richer set of tech-based audiences and achieve 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. They also saved up to 75% in cost per acquisition using Acxiom audiences and were able to conduct more precise testing.

Upwork
LinkedIn

\$150 Savings
per job post

ACXIOM

Case Study

Acxiom Data • Staffing