National Credit Card Issuer Increases Effectiveness of Look-Alike Modeling Campaign

Challenge

A credit card issuer wanted to increase its cardholder base, specifically cardholders of its Cash Back Credit Card.

Solution

Card issuer executed a “bake-off” campaign vs. one of Acxiom’s preferred partners comparing performance of look-alike models powered by Acxiom data and look-alike models created by the preferred partner.

Results

The Acxiom model generated twice as many conversions – a conversion rate of +75% when comparing the Acxiom model vs. the partner model. There was also a 30% test vs. control lift when comparing the Acxiom model vs. the partner model.

75%

Conversion Rate

for the Acxiom model vs. the partner model

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Case Study

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