Optimize Audiences Based on Visitor Insights

Challenge

Client wanted to optimize digital media spend using a data-driven approach to create highly targeted lookalike audiences.

Description / Benefit

Client brands implement a real-time model that captures the user experience and targeted behaviors while on their brand site.

For those consumers who perform most-valued behaviors, the client can tune audiences to find prospects that look like these ideal consumers in programmatic channels increasing marketing efficiency and ROAS.

Product Highlights

Value Prop

Create targeted audiences that outperform traditional programmatic third-party and HVA audiences. Deliver media efficiency and visitor insights.

Differentiators

Deeper, richer data insights of otherwise unknown brand site visitors that perform high-value actions.

How It Works

Capture consumer site behaviors along with Acxiom data to build real-time models that will fine tune audiences for the programmatic channel. Acxiom data attributes are appended directly to digital ID's tied to individual site visitors.

Time to Implement

Client can use data immediately upon delivery, data append can take place in as little as 1 week.

ACXIOM

Use Case

Pharma, Provider, Payer