

Data Drives 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 people.

Solution

DataTech engaged Acxiom's InfoBase® Enhancement, which provides hundreds of data elements for true individual and household-level views of people. For the first time, the organization could communicate uniquely with multiple segments.

Results

DataTech typically sees a minimum 20% lift in results by appending Acxiom data to clients' records. DataTech modeling using Acxiom data and the client's internal data yielded a 219% lift in the top decile over the prior model, which was built with another enhancement source. The end result was a 350% improvement in campaign performance.



219% Lift
in the top decile over
the prior model

ACXIOM

Case Study

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