Credit card issuer increases cardholder base.

Case Study | Financial Services

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

OUTCOME

75+% Improvement in campaign performance

30% Lift in model performance

HOW

Card issuer executed a “bake-off” campaign vs. one of Acxiom’s preferred partners

Compared performance of lookalike models powered by Acxiom data and lookalike models created by the preferred partner.

- InfoBase
- Model creation

AC-2403-24

ACXIOM