

A connected customer journey yields better marketing performance

Case Study | Financial Services

A top financial services company wanted to connect the customer journey by bringing together individual-level data across website visitors, conversions, paid media, direct mail, and other channels to understand attribution.

OUTCOME

4x

More ad impressions connected to customers and conversions



Reduced cost per conversion



Improved customer journey visibility

HOW

Implemented Real ID's first-party tag solution across owned and paid media to replace media impressions from traditional ad serving logs.

This provided brand-owned data capture across paid and owned media.