TRAK

Financial Services Provider Unlocks New Leads by Thinking Cross-Channel.

The TRAK platform rapidly builds a high-performance audience that boost conversion rates by nearly 40%.

Client Challenge

A major lender needed to identify new high converting leads to meet aggressive growth goals. They were reaching prospects using direct mail as well as social media platforms, so any data used needed to be able to go cross-channel. In a data-driven industry, financial marketers continually test and refine target lists to ensure they are working with the best.

Our Solution

The TRAK platform analyzed current customers, and built a scalable lookalike model to find new prospects. This model included consumers that were not only likely to be in market, but also aligned with the brand's messaging and offering. The brand also suppressed current customers as well as any prospects included on legacy lists.
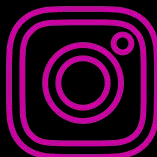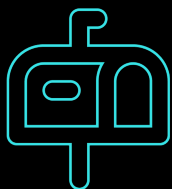
TRAK

The TRAK lookalike model outperformed all other historical list sources, and showed the greatest performance when applied cross-channel.

Big Impact

Tests were conducted to evaluate the performance of the TRAK model. One segment received only a direct mail piece, while a second segment was targeted both in the inbox as well as across multiple social media platforms. **Both TRAK audiences** outperformed the third segment which targeted the client's historical lists.

38%+

Increase in conversion rate when both online and offline marketing strategies reached the TRAK target audience.

Start Now.

Access the TRAK platform 24/7 for high-performance audience and on-demand models.

hello@trakdatainc.com

trakdatainc.com