

Top Tax Prep Solution Sees **400%+ Increase** in Conversion Rate with TRAK Models.

TRAK models outperformed the client's existing mailing lists — getting tax preparation software into the hands of high responding prospects.



Client Challenge

A major financial software provider, known for their ability to make taxes simple, needed to reach new customers with their latest program. Direct mail had been a long time contributor to marketing success, but conversion rates had been steadily declining in recent years.

Our Solution

The client identified high value customers to use as a seed file for a new TRAK lookalike model. TRAK crafted this model using our full US consumer dataset and our proprietary, AI-driven modeling technology. Prior to mailing, TRAK also shared a profile report that included insights the brand used to customize the creative and offer messaging.

Big Impact

The client conducted a head to head test, mailing the same creative to two distinct lists — the existing mailing list and the new TRAK lookalike model list. Performance metrics across the board proved the TRAK model was the clear winner! The audience converted at a higher rate and spent more. This initial success resulted in a continued partnership with TRAK, and many more winning campaigns!

4.4X

Lift in conversion rate
for the new software

350%

Response rate
increase

5.5X+

Purchase volume vs
competing mail list

Start Now.

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