



## With 279% More Applications Than Expected, Semcasting's Advanced Targeting Strategies Surpass KPIs of a Prominent Regional Bank

- ▶ **AUDIENCEDESIGNER (ADS)**  
by Semcasting Managed Service
- ▶ **MODELING**
- ▶ **MANAGED SERVICE**
- ▶ **MEASUREMENT & ATTRIBUTION**

Semcasting and a prominent regional bank successfully target primary and secondary audiences, increasing applications and boosting ROI.

#### Digital Acquisition Campaign

A prominent regional bank aimed to grow its loan portfolio by acquiring new customers. They developed an enticing offer with a competitive introductory rate of 1.99% for home equity loans. The campaign's primary objective was cross-selling to the bank's current customers and attracting new ones. To ensure accuracy and a wider reach, the bank partnered with Semcasting.

The campaign strategy included utilizing two media channels: display and audio, split 73% and 27%, respectively. On these channels, the bank targeted a primary audience of the bank's existing customers who pre-qualified for the loan or identified as potential candidates. The secondary audience was a prospect audience of non-bank customers seeking a home equity loan.

#### First- and Third-Party Data in Action

The bank provided Semcasting with two first-party audiences from its CRM – Home Equity Invitation to Apply (ITA) and Home Equity Prescreen. These audiences were onboarded and integrated at a remarkable 90% match rate using the Device Graph feature with AudienceDesigner by Semcasting (ADS). This significantly surpassed traditional onboarding processes reliant on cookies or universal identifiers, which can often lag with match rates under 30%.

The bank utilized Semcasting's Home Equity Line of Credit (HELOC) propensity model to identify potential homeowners who were not current customers, but would most likely be interested in an HELOC. This model is Fair Lending compliant, incorporating various factors such as home equity, market value and regional economic indicators.

To further build out the secondary audience, the bank leveraged the Semcasting proprietary affluence data and patented modeling with the ITA Performance Index, which provided insights based on vast luxury goods transactions, regional economic performance and household affluence data.

### The Bank's Specific KPIs

The bank set clear benchmarks for the campaign:

- 34 application starts
- 70% viewability rate
- 90% audio completion rate
- 0.3% conversion rate
- \$2,353 cost per conversion (CPC)

### More Conversions, At a Lower Cost

Post-campaign, the bank assessed the impact by analyzing their sales files and considering both online applications and in-bank applications within the targeted DMAs. The campaign exceeded the benchmarks with an impressive 80% more conversions than the target goal.

Based on the bank's sales files that were uploaded through ADS, 25% of applicants had been served an impression from the campaign. Of the the two target audiences, the prospecting pool built with Semcasting's proprietary models led to 86% of conversions, while 14% of the conversions were attributed to the bank's current customers from the CRM file data.

- ▶ **129 Total Conversions - 279% More Applications Than Goal**
- ▶ **\$825.71 CPC - 176% Decrease in Conversion Cost**
- ▶ **0.54% Conversion Rate - An 80% Increase From KPI**
- ▶ **72.1% Viewability**
- ▶ **90.39% Audio Completion Rate**

The campaign fueled a remarkable 279% more applications than anticipated, decreasing the conversion cost by 176%.

### Successful Campaign

The bank's strategic partnership with Semcasting and use of advanced audience targeting methodologies catapulted the success of their digital acquisition campaign. Not only did they manage to significantly surpass their KPIs, but they also achieved a substantial ROI with a dramatic increase in applications and a reduced cost per conversion. This campaign underscores the power of precise audience targeting combined with a well-thought-out digital strategy.

## Looking to talk?

Semcasting supports marketers with control of first-party customer data, enhancement, activation and performance measurement across the entire digital ecosystem.

Get in touch at [info@semcasting.com](mailto:info@semcasting.com).