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CASE STUDY

Optimizing Facebook Acquisition

Amperity helps brand acquire more higher value customers by fueling precise lookalike and custom modeling for Facebook ad audiences

SUMMARY

A Fortune 500 brand wanted to acquire more credit card holders through Facebook advertising, but they lacked the unified customer data necessary to power granular targeting. Amperity was brought in to unify data, segment customers with the highest propensity to benefit from a credit card, and send those segments to Facebook on a daily basis.

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Customer Micro-segments

Amperity ingested raw data, without prior transformations, from several siloed data sources including credit card logs, the loyalty database, and e-Commerce. Amperity used advanced machine learning to probabilistically stitch together data from these disparate sources, forming rich customer profiles in a matter of weeks. Profiles were continuously updated as new data entered the system.

Amperity then created micro-segments from these profiles. The segments were built by selecting attributes of users with a high likelihood of signing up for credit cards, such as frequent travelers with an upcoming flight.

The brand operationalized the micro-segments in several ways. They suppressed all their existing credit card holders, and as new credit card holders signed up, the suppression list was updated and fed back into Facebook. This funneled all advertising budget to non-credit card holders, improving ROI and customer satisfaction.

The brand sent the other micro-segments to Facebook and leveraging lookalike and custom audience tools. This allowed them to reach customers during the crucial 30 - 60 day window prior to travel. Because credit card benefits include free checked bags, this timing, combined with tailored messaging, was particularly effective in incentivizing customers to sign up.

Result: Optimized Acquisition on Facebook

Amperity customer segments drove better results when compared to Facebook interest-based targeting and Facebook pixel-based targeting, which ran concurrently:

27% Lower CPA

40% ↑ higher acceptance rate
for approved accounts

91% ↑ higher conversion rate
for approved accounts

The attribution model used to assess results was a "last click" model - meaning that only ad clicks that led to a credit card application within the same session were included in the results. The bank provided conversion metrics and the technology partner crossed this against spend, audience and creative performance.

About Amperity

Amperity is helping some of the world's most loved brands transform their marketing, analytics, and operations by unlocking their customer data. Using advanced machine learning and a large-scale, distributed data infrastructure, Amperity rapidly delivers complete and actionable customer data from all of a brand's disparate data sources. By accelerating, streamlining, and maximizing customer data unification and usability, Amperity powers improved marketing performance and new customer-centric initiatives to drive top line growth.

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