Celebrus

Predictive Success:
37% Lower CPA for Banks with Real-Time Insights for Real Savings

USE CASE: MARKETING PREDICTIVE ANALYTICS | INDUSTRY: FINANCIAL SERVICES

4.6x
INCREASE IN CTR (YoY)

1.6x
INCREASE IN CONVERSIONS

36.6%
SAVINGS IN CPA

CUSTOMER PROFILE

104 branches | $578M revenue | 2,970 employees

CHALLENGES

The bank's loan department wanted to grow their portfolio through digital marketing efforts. As part of that process, they needed to measure the current performance of their preferred advertising agencies. To support the analysis, they wanted to create an end-to-end conversion funnel analysis report. The primary goal for the bank was to optimize their paid advertising spend.

SOLUTION

Celebrus was chosen because it's a comprehensive data solution with the ability to close the digital data loop and provide full visibility of every customer journey from paid media referral to new account opening and beyond. The bank also saw the value of using an enterprise real-time data hub for internal and external systems to reduce effort and cost.

Initially, Celebrus was purchased and deployed for analytical purposes. The retail bank then enabled the real-time capabilities of Celebrus to integrate with their advertising partners and take them to the next stage of their development. A propensity model was built to predict intent to apply for a personal loan by analyzing each visitor who starts to browse pages of the retail loan section of the channel. The model continuously scores in real-time, according to defined goals.

USE CASES

- Real-time segmentation

- Predictive analytics

- Paid media optimization

- Lead generation

The model was built in a way to categorize customers into three segments: high, medium, and low propensity. The top segment demonstrated a response rate 12 times higher than the average, while the bottom segment had only 5% of the average response rate.

They integrated three preferred advertising vendors, including two local vendors who cover Facebook and Google DoubleClick Networks, and a third who manages Google Keyword Search and Yahoo Advertising. The bank adopted their standard of advertisement tracking code for both campaigns and promotions, thus reducing deployment time and mapping/conversion effort in the analysis.

Using Celebrus data capture, one year of historical customer data from the website was used to compile start, visitor, device, page, and form interactions. These data points were used for prediction variables. The data was augmented with loan application data as a prediction target, reconciled with a unique identifier (in this case, mobile phone number which was included in both data sets).

In the final phase of testing, two additional sub-models were built: one for visitors being driven by vendor advertising, and the other for direct website visitors. In-session scoring was implemented using goals tied to score rules, with each goal counted once per session.

The Celebrus Personalization Connector was used to build triggers that integrated with the advertising vendors' systems when the score was reached. Trigger rules were configured for low, medium, or high score based on session value metrics. Score-based segment information was passed to advertising platforms using scripts within the actions, enabling the bank to use a different advertising strategy for each segment.

For the low score segment, the bank didn't spend any budget on retargeting. For the medium score segment, they spent less cost per thousand impressions (CPM) and ran the ads for a shorter duration. For the high score segment, they spent more on CPM and increased deployment duration. The advertising agencies handled the creative elements of the projects in line with the bank's instructions, derived from the model decisions.

> **The main purpose of the project was to optimize paid advertising spend for the bank. After a three month pilot run, the results were impressive!**

RESULTS

With their targeted advertising approach, fueled by data-driven segmentation thanks to Celebrus, the bank realized a 4.6x increase in click-through rate (CTR) versus the previous year. They also achieved a 1.6x increase in conversion rate and 36.6% savings in cost per acquisition (CPA).

In addition to the massive improvements in paid media optimization, the bank uses comprehensive Celebrus data to benefit lead generation and telemarketing efforts. For example, when a visitor has submitted the loan application online, the bank adds them to a "completed" segment which is then used as a conversion signal pool to find similar audiences in the vendor's database. Additionally, many visitors choose to leave their mobile number and wait for the bank to contact them. The bank leverages scoring to set contact priorities and unique conversion KPIs for each segment to improve the effectiveness of their telemarketing team.