



Performance Marketing Case Study


Background & Overview of Client Brief

The client is a large financial services company wishing to bring a portion of its offline marketing budget onto the internet for a below the line, customer acquisition spend. Whilst the client knows its offline marketing channels and audience demographic thoroughly, it is not certain as to the whereabouts of its prospective clients in a digital environment.

Funbox's brief is to take the offline audience profile and digitize it. This means creating a robust audience profile and marketing strategy which backs into a hard customer acquisition figure, whilst simultaneously leveraging Funbox's scale and reach via its position in advertising exchanges.

Funbox Strategy

Translating offline client data into actionable online strategy presents challenges at multiple points including reach, optimization, and scale.



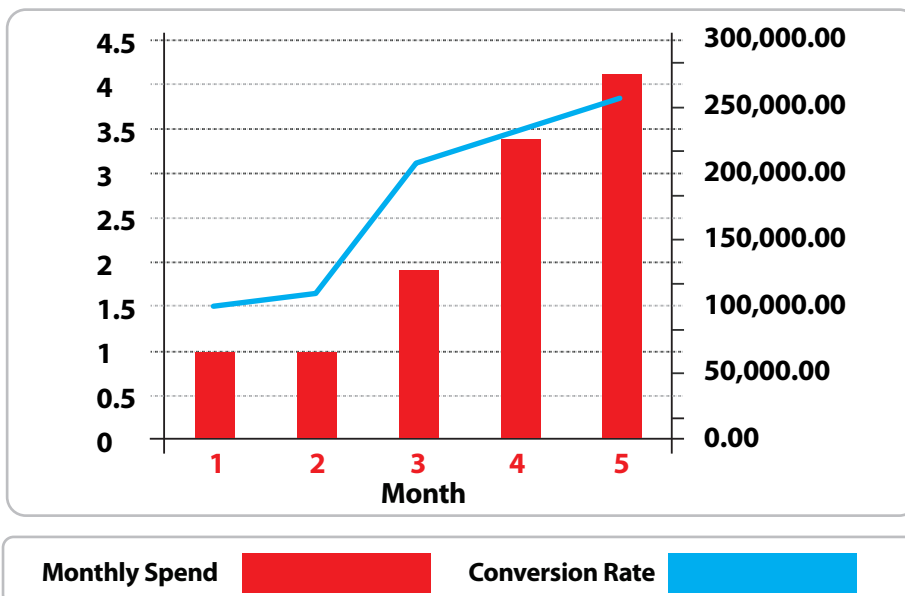
Funbox
 With offices in New York, Sydney and Amsterdam, Funbox is strongly positioned as a leading digital acquisition partner in North America, APAC, and Europe.

Challenge	Solution	Benefits
<p>Reaching Customers</p> <p>Build audience segment based on clients target demographic</p>	<ul style="list-style-type: none"> • Develop multi channel media acquisition profile • Create initial data overlay plan based on audience profile • Robust predictive & look-alike models developed to extend prospective audience 	<ul style="list-style-type: none"> • Best customer profiling enabled across exchanges • Increase buy time efficiency whilst simultaneously decreasing waste spending

Challenge	Solution	Benefits
<p>Optimizing with Data</p> <p>Campaign performance must back into “hard eCPA” figure</p>	<ul style="list-style-type: none"> Multi point customer tracking executed to enable behavioural reverse engineering Landing page multi variate testing deployed to refine marketing funnel & ROI Leading data layer providers analysed, refined and re-deployed 	<ul style="list-style-type: none"> Granular marketing funnel created in which segments can be accurately costed for ROI performance Audience intention segments refine spend efficiency Data and audience duplication eliminated as ROI continues to increase
<p>Executing at Scale</p> <p>In large customer acquisition initiative client measures campaign success through total customers generated within eCPA goals</p>	<ul style="list-style-type: none"> Billions of campaign impressions analysed providing insight into reach, frequency, and geographic areas of best performance. Campaign lifetime study conducted to compare client pre and post campaign customer acquisition costs 	<ul style="list-style-type: none"> Client receives insightful and useable audience data delivered in custom report Advertiser is able to pinpoint effective cost per customer acquisition at scale Offline advertising spend can be directly compared to digital spend and audience acquisition costs measured per channel

Results

Through its in-house econometric models, Funbox was able to drop the clients eCPA to the target level whilst finding the audience demographic in the digital environment and then delivering customers at scale. After five months of testing and refinement the campaign spend had increased almost 600% while the conversion rate more than doubled.



Did you Know?

Funbox has driven hundreds of thousands of customer acquisitions in major verticals including financial services/ products, real estate, travel, ecommerce, retail, auto, insurance, and telco.