



Case Study

OMD Drives 5X Increase in Leads with Audience Optimizer

Agency uses powerful modeling to engage new prospects in cost-effective way



Industry

Finance

Challenge

Drive qualified leads for personal loan product with efficient cost per acquisition (CPA)

Lotame Solutions

- Audience Optimizer

Results

- 5X increase in leads
- 81% more efficient CPA

“ Using Lotame’s data-driven optimization tools, we are delivering exponential growth in lead generation campaigns for our clients.”

— Alejandro Matos
Digital Marketing Director
Omnicom Media Group Caribbean



Client

OMD Dominicana's banking client sought new prospects for its personal loan product in the first quarter of the year, following a high-spending holiday season. The client challenged its agency to find an effective way to engage new prospects while keeping acquisition costs low. The finance category is notorious for exceedingly high CPA due to loan qualifications.

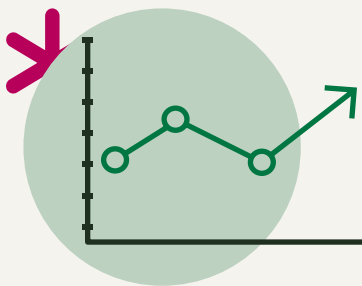
Solution

OMD Dominicana used Lotame's Audience Management and Audience Optimizer solutions to collect, analyze and scale prospects with a high propensity for a personal loan. Effectiveness and efficiency were key to success.

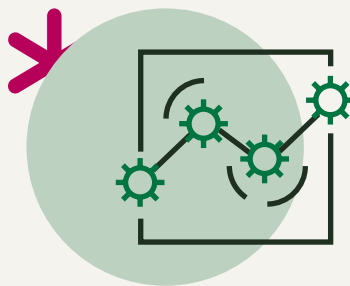
- **Collect:** Gather valuable first-party data about the bank's users with Lotame's Spherical platform
- **Analyze:** Analyze characteristics and interests of users who interacted with the loan section of the bank's site.
- **Audience Optimizer:** With these insights, create different buyer personas based on demographics, behavioral data and interests related to personal loans. OMD used this intel to feed creation of even more specific and niche lookalike models for prospecting.

Results

The resulting prospect campaign was a resounding success for the banking client with record-breaking leads generated and a substantially more efficient CPA. Lotame's platform enabled OMD to analyze its client's first-party data on a large scale and increase performance of its prospecting campaign.



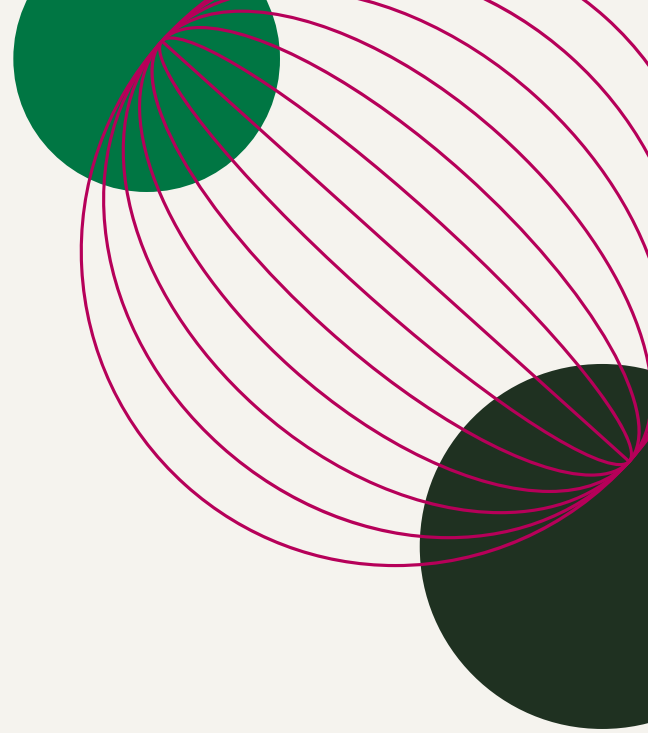
307% increase in total leads compared to average monthly leads prior to the campaign



5X increase in leads after implementation of the lookalike model



81% reduction in CPA



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