

CASE STUDY | DATA MARKETPLACE BUYERS

Second-Party Data Drives High-Quality Leads & Scales Remarketing

Global bank uses Lotame Private Data Exchange (PDX) to scale first-party data and reach new audiences.

CLIENT

One of the world's largest and most influential banks, headquartered in Asia, sought to drive qualified leads for its credit card in the India market. The client performed insight analysis to determine the best performing interests and categories aligned with their pre-qualified credit card applicants. Their analysis revealed that those consumers who show interest in credit cards, family, and cars had a higher likelihood to be interested in and qualified for their credit card. The bank's strategy was to increase CTR on their prospecting campaign in order to push these qualified leads further down the purchase funnel and then remarket to those consumers.

SOLUTION

Transparency and quality were paramount to this global bank in seeking a reputable data partner. As the premier high-quality data partner in India, Lotame was a top choice for the brand's prospecting campaign. Lotame provided three sources of second-party data to help scale the bank's first-party data and reach new audiences for its credit card. Lotame PDX providers Credit Mantri, Firstcry, and Carwale were selected for their strong data on such criteria as HHI, in-market for a loan, and ownership of an expensive car. The bank matched the providers' data with its audiences interested in credit cards, family, and cars.

CHALLENGE

Increase CTR on prospecting to scale remarketing and drive qualified leads

LOTAME SOLUTIONS

Lotame PDX providers:
Credit Mantri, Firstcry, Carwale

RESULTS

The global banking brand ran its credit card prospecting campaign in Q2. Alongside Lotame second-party data prospecting audiences, the global bank tested third-party data prospecting audiences and Google prospecting audiences. Lotame outperformed all other data providers on the KPI of CTR.

- **75% higher CTR than all other prospecting audiences**

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