



Finance



Goal

A global company, focusing on data, analytics, and technology with the main product being credit scoring & referencing and a mission to help people and communities make informed and progressive financial decisions, approached AirGrid to help grow their customer base for their personal credit report product. This was to be achieved by reaching new customers via programmatic advertising & driving conversions on the site. The primary metric of the campaign was set as cost per acquisition (CPA).

Solution

The campaign was set up with tactics to ensure the lowest CPA, such as; 3P data, keywords, domains, custom bidding & AirGrid. A custom AirGrid audience was built for the campaign which reached the brand's target audience of people in key financial life milestones but also minimised CPA.

AirGrid audiences are created via a direct integration with premium publishers. This allows the segmentation of users without the use of cookies or personal identifiers, directly in the browser to ensure full privacy for individuals, whilst providing performant addressability for marketers and increased yield for participating publishers.

Results

The primary metric was CPA, to help grow the subscriber base. The campaign smashed objectives, with a reduction in CPA of over 60% vs client targets, AirGrid audiences where the top performing strategy:

- 53% ↓ decrease in **CPA** vs the campaign average
- 33% ↑ increase in **CTR** vs the best performing strategy
- 104% ↑ increase in **CPM** yield for AirGrid publishers