

Personal Loans Digiseg Audience Data Boosts Conversion and Lowers CPI for Financial Services Company

Campaign Goal: Branding campaign with app downloads and a lower cost-per-install serving as key KPIs.

Challenge:

This banking customer wanted to sell personal loans, and viewed its mobile app as the best way to promote them. It's a smart strategy as customers who download an app are more loyal to that brand, and access to that brand's products and services are always just a few clicks away.

But user acquisition campaigns are notoriously expensive, and install abandonment rates are high. The central challenge of this campaign was to identify the consumers most likely to download an app and use it to apply for personal loan.

Audience: Consumers who have a need for a personal loan, and are open to using an app for personal banking.

Targeting Strategy:

Tapping into previous experience with personal loans, Digiseg recommended targeting households with little to no savings, as these consumers are most likely to benefit from an affordable way to, say, consolidate high interest credit card debt or obtain needed cash for a home-improvement project. We suppressed pensioners, as this demographic rarely search for information on personal loans and are the least likely to use a mobile app to manage their finances. Targeting high-tech households was essential, as only the most tech-savvy people are comfortable with using their mobile devices to manage sensitive tasks such as banking.



Composition: Savings A + Lifecycle A,B,C,D + Tech-level C

Results: After 3 weeks of optimization, CPI cost decreased 3 times:

Impressions	CTR	CPI
948k	0.56%	3x lower