

CASE STUDY

Industry Leader Leverages Predictive Analytics for Continually High-Performing Membership Acquisition Campaigns

Custom Predictive Analytics Enables a 26% Increase in Acquisition Rates



BACKGROUND

The majority of mid-market brands don't have an internal data science team, nor do they have room in their budget for the latest analytic technologies. Many marketing teams don't know how to best address their excessive amounts of customer data, particularly when it comes to predicting customer behavior.

Predictive analytic disciplines continue to gain attention as must-haves for modern marketing. This is where Deep Sync plays a major role. As your data science partner, you benefit from our skilled team's years of experience and insight. And whether you've already developed robust customer profiles or never utilized predictive analytics, our "crawl, walk, run" approach makes it easy for any marketing team to get started with Deep Sync's solutions.

This case study is an example of how our data science team has produced long-term results for a client's nationwide acquisition campaigns. The predictive response models and membership acquisition program developed and managed by Deep Sync have resulted in a 26% increase in membership sign-up rates.



Client Profile

Leading Automotive Services Provider



Industry

Automotive



Location

Washington



Client Since

2017

THE CHALLENGE

A nationally recognized automotive services provider sought to increase membership response rates in their respective markets. The organization partnered with Deep Sync to provide market intelligence, data analysis, and the management of a membership acquisition program utilizing a “crawl, walk, run” approach to sophisticated response modeling.





THE SOLUTION

As with all new client projects, Deep Sync first took a deep dive into the Organization's member data to develop ideal member profiles. This involved comparing the Client's membership base to the demographic and psychographic traits of the general population of consumers in the same geographic territories. Doing so enabled the Deep Sync team to quickly establish a baseline.

Next, Deep Sync developed a marketing audience of prospective customers that fit the Client's ideal member profiles by creating a predictive response model. To build the algorithm, the data was appended with an expansive list of elements, including buying activities, real estate information, and lifestyle attributes. With the predictive response model, the Client had a robust, but extremely targeted, universe of prospects to engage.

Delving further into the known response and purchase habits of the identified prospects, consumers who were classified as having the highest chance of responding were targeted via direct mail and email. As the campaign was executed and new members began registering, they were matched to the direct mail and email campaign promotion history files to determine campaign attribution.

Once the campaign was well established and producing steady results, Deep Sync continued to monitor outcomes to predict customer behavior in each market and suggest additional tactics to increase the program's reach. For example, New Mover data was added as a new audience segment, which enabled Deep Sync to further expand the Client's prospect marketing universe with each campaign.



MAINTAINING MOMENTUM

Establishing initial customer profiles and identifying a prospect universe of high responders is often considered the first phase of a long-term data analytics program. Once this universe has been repeatedly targeted over time, the next measure of success is maintaining growth and expanding the universe even further.

When the Client's program had been running for approximately one year, Deep Sync began looking at mail bias to identify consumer segments that were being unintentionally omitted or overlooked. The member acquisition predictive models were rebuilt, and the team was able to continue driving measurable results.

The New Mover data program also continued to prove its worth. Because newly relocated individuals spend nearly ten times more than general consumers within the first six months of their move, New Movers proved to be an extremely lucrative prospect market.

After a second successful year, the Deep Sync team noticed a new trend. Initially, the client's target audience included 45- to 65-year-olds. As the New Mover segment expanded the membership base over time,

Deep Sync recognized that a younger, 35- to 50-year-old segment was becoming a viable population. The response models were rebuilt again, and the program continued to yield excellent results, this time for a broader target age segment.

As the program continued to evolve, it became even more important for Deep Sync to find prospective members. Leveraging our access to the nation's largest compiled consumer datasets and our exclusive multi-source solution, SourcePLUS, our team was able to further expand the Client's marketing universe with fresh new prospects while avoiding list fatigue.

The cycle of data analysis, refinement of the Client's ideal member profiles, and fine-tuning of their response models has continued throughout the membership acquisition program, thereby leading to a steady increase in response rates for the Client. Marketing tactics, including the addition of digital efforts, are continually adjusted accordingly to reach the greatest possible number of prospective customers.





THE RESULTS

Developing a long-term analytical strategy is often the most difficult test of a data science team. As the Client's relationship with Deep Sync has continued to grow, Deep Sync strives to refine the program to expand the client's reach. **Throughout the membership acquisition program, the Client's new member rates have increased by 26%.**

The in-depth campaign attribution used throughout the program has enabled the Client to market smarter over time, all while avoiding the difficulty of hiring and employing an in-house data team. In the case of this Client, the membership acquisition program continues to benefit from Deep Sync's data analytics capabilities and continual optimization of key campaign components.



WHAT MADE THIS PROJECT SUCCESSFUL

Deep Sync has well-honed its data analytics capabilities over several decades, and our data science team benefits from unparalleled access to our own proprietary datasets and solutions, as well as leading nationally compiled consumer datasets.

The following solutions were leveraged throughout the course of this client's program.

SnapShot

Advance acquisition marketing with SnapShot, Deep Sync's automated service that statistically profiles your best customers and creates a corresponding audience of demographic lookalikes for your prospect campaigns.

Custom Predictive Analytics

Go beyond demographic profiles to a suite of highly customizable analytic solutions that leverage the intelligence of your current customer data to predict behaviors and outcomes from your target audiences.

Targeted Data Solutions

Identify, target, and engage your desired audience with privacy-first datasets that enable reach across destinations, including consumers, residents, business professionals, pre-movers, new movers, new homeowners, students, young adults, and more.

SourcePLUS

Utilize the powerful multi-source capability of SourcePLUS to identify unique records across leading consumer data sources. The resulting hyper-targeted audiences provide expanded coverage, often with an increase of 20 - 50% over traditional single-source lists.

New Mover Data

Reach consumers who are experiencing impactful life event changes with Deep Sync's New Mover dataset. Deep Sync enables brands to target households in an active buying cycle following a move and seeking providers that can meet their needs.



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Deep Sync is the industry leader in deterministic identity and AI-powered data solutions. Leveraging our 35-year foundation of compiling direct mail-grade datasets, Deep Sync develops data-first technologies that power marketing, measurement, AI, and business intelligence for agencies and brands with our fully deterministic identity graph, privacy-first audiences, comprehensive data solutions, and integrations with leading platforms and cloud providers.

