

## Case Study:

# A leading app-based personal investment start-up needed to scale their marketing efforts beyond their digital strategies

## Problem

As with many other emerging direct-to-consumer start-ups, the fintech company achieved early success through initial media buzz and word of mouth. Over time, they became reliant on Facebook advertising along with affiliate programs and sponsorships to engage their target demographic of younger men.

**The company needed to scale its acquisition programs and rapidly grow market share in order to compete and ultimately survive in a crowded and well-funded fintech marketplace.** In these situations, companies often develop cloning or lookalike models to identify more consumers with characteristics similar to their best performing customers. However, as a financial services entity, the company had significant limitations when it came to disclosing its customer data – an essential component in building a cloning model.

## Solution

The company and their agency engaged Speedeon Data to help achieve their growth objectives. After careful consideration, Speedeon devised an innovative modeling strategy. By building a cloning model using aggregated demographic data and ZIP+4 locations containing 2 or more customers, the fintech company was able to determine key demographic characteristics of their current customers without directly using customer data.

Though not directly related to an individual person, geographically aggregated data can provide a more comprehensive (available for 99% of customer records) view than traditional demographic data, and is also compliant with privacy and security regulations.

As a result, using aggregated data can be a superior alternative in certain analytical marketing applications, including cloning and response models and other predictive analytics.

### The Cloning Model Determined:

- ✔ The company's customers tend to be younger and are more likely to be renters;
- ✔ They are also more likely to live in larger households and in multi-family dwellings;
- ✔ They tend to live in more urban areas;
- ✔ They tend to have newer credit accounts;
- ✔ And they tend to have fewer "delinquent" trades.

## Result

Using the cloning model results, Speedeon was able to expand the company's prospective universe of customers by 285 percent. Speedeon also worked with the company and its agency to implement a direct mail program targeting the audience identified through the cloning model. This improved their conversion rates and overall acquisition, while staying under the company's target cost per acquisition (CPA).

By deploying direct mail to this expanded prospect audience, the company was able to scale their acquisition programs and exceed growth targets, successfully increasing their market share and competitive advantage.

