



SUCCESS STORY: FINANCIAL INSTITUTION

Driving Direct Response Credit Card Application Signups Through Facebook

40% Reduction in Acquisition Cost

Application Form Conversion Rate **2X**

HOW THEY DID IT:

1. Define the Goal + Target Audience

A financial services company in the U.K. wanted to identify and acquire high value customers for their new credit card offering.

KPI



- Cost per Credit Card Application

IDEAL CUSTOMER



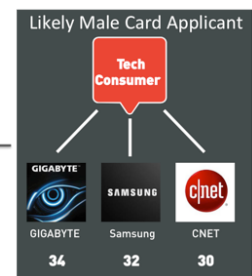
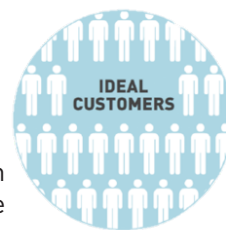
- HHI less than £30,000
- Employed with average to below-average credit
- Likely to enter debit card information online

2. Solution: Research & Persona Matching

The client was unable to use Facebook Custom Audiences:

- Because the product was new
- Because of internal security implications

As such, LoudDoor launched research on Facebook in the U.K. that mimicked the application process to find the exact type of card applicant the financial services company desired. Based on the results, we were able to segment out ideal candidates for the credit card based on spending/savings habits and online application behaviors.



Using LoudDoor's Like Match tool, we created look-alike ad targets to reach Facebook users like our ideal candidates at scale.

3. Their Success

We tested the research-generated keywords on the company's next lead generation campaign. Using our keywords, the client observed:

- A **40% reduction** in acquisition cost
- Leads that converted **2x** times the previous conversion rate

They were also able to significantly reduce the breakage in the online application process based on the research results from LoudDoor.