

## Tiger Analytics helped a top Payment Card company **reduce customer acquisition costs by half** with Digital Campaign Optimization



Tiger Analytics developed an automated analytics platform for the client's campaigns as a future-ready solution. The solution assisted in identifying high-performing customer segments and ad creative assets with a high ROI. It also provided recommendations for optimized budget allocation, etc., resulting in effective multi-million-dollar digital campaigns.



## The Background

Our client is a leading American multinational Financial Services corporation specializing in payment cards. They run several Facebook ad campaigns to enhance sales while managing costs efficiently. Hence, the client sought an automated analytical framework to optimize the ad campaigns spent. The objectives included identifying the right customer segments to target, pinpointing high-return ad creative assets for optimized budget allocation, determining the most suitable bid amount, and more.

## Key Challenges

### Complex segmentation strategies:

Dealing with five credit cards and 10 countries across continents introduced complexities in segmenting customers.

### Time lag and ad spend inefficiency:

Analyzing the time delay between advertisement and customer response was difficult, leading to gaps in understanding the lag effects of ad spending.

### Diminishing returns of ad spend:

The lack of understanding and mitigating the diminishing returns of ad spend made it hard to develop an effective spend optimization solution.

## Our Solution



Tiger Analytics created a solution that involved identifying high-performing segments and ad creative assets. So, thousands of segments were created based on consumer demographics and interest clusters. The team then used the weighted data based on card value, time, etc., to generate model estimates through multivariate A/B testing, determining performance indicators for each segment.

Then, the recently observed data and model estimates, performance indicators such as cost per application, success rate, and cost per acquisition were inferred using prior knowledge from the historical campaign data. This helped establish a dynamic budget and bid allocation using bandit strategies, with high-performance segments identified through the analysis for allocating higher budgets and increasing bid prices.

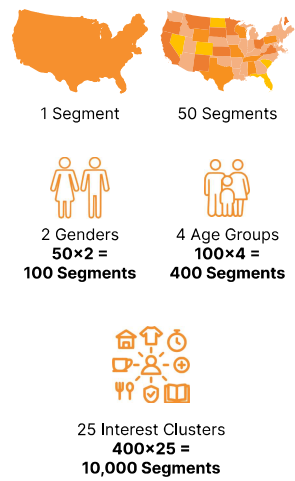
The team's framework also helped allocate the budget across different ad creative assets. As a result, the cost per conversion was half as lower than the thresholds set by the client.

### Tech Stack

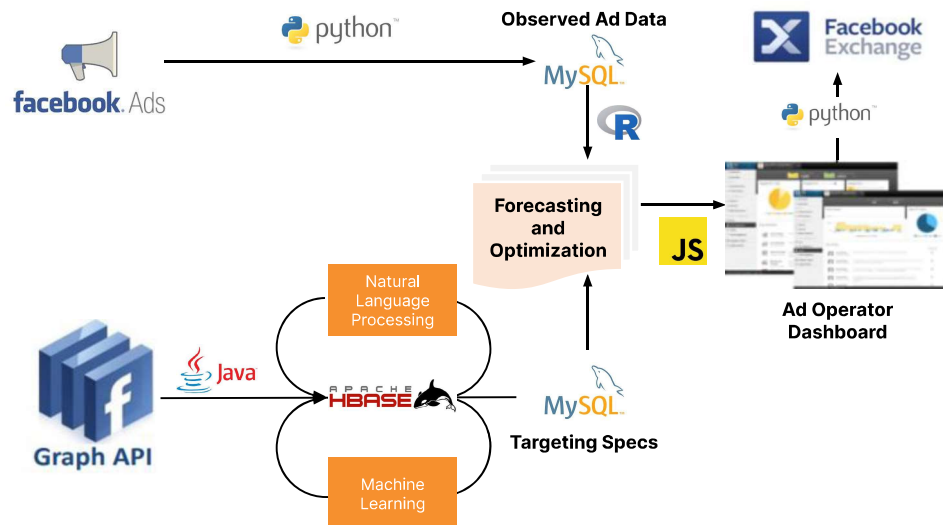
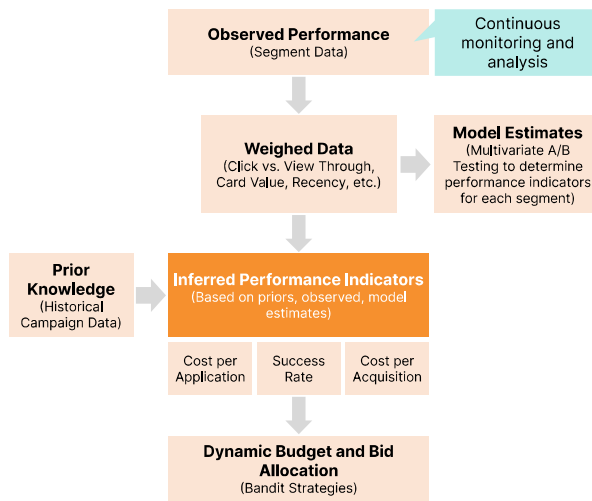


# Solution Architecture

## Audience Targeting



## Campaign Spend Optimization



## Value Delivered

The overall **cost per conversion** (acquisition) was **50% lower** than the thresholds set by the client.

The **customer acquisition costs were reduced by 5-10 times** (depending on the type of card).

## About Us

Tiger Analytics is a global leader in AI and analytics, helping Fortune 1000 companies solve their toughest challenges. We offer full-stack AI and analytics services & solutions to help businesses achieve real outcomes and value at scale. We are on a mission to push the boundaries of what AI and analytics can do to help enterprises navigate uncertainty and move forward decisively. Our purpose is to ***provide certainty to shape a better tomorrow.***

Being a recipient of multiple industry awards and recognitions, we have 4000+ technologists and consultants, working from multiple cities in 5 continents.

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