REACH™

Identify and Advertise to "In Market" Buyers at Exactly the Right Time

LENDING SCIENCE
INTELLIGENT MARKETING BY DESIGN

A common goal of today's direct marketers is to get the right offer, in front of the right audience at exactly the right time.

Advancements in technology have made the goal more achievable but few if any, solutions allow you to target, monitor, and advertise to highly customized audiences in real time, at the exact moment a potential buyer is evaluating their buying options online. In comes, LSDM's REACH™.

REACH™ allows marketers to monitor highly specialized audiences for over 70,000 online behavioral triggers and search terms. With REACH™, you can advertise exclusively to known "in market" prospects that have shown a high level of buying intent in ways that you never thought possible. Supercharged by LSDM's data science, analytics, dynamic marketing services and the world's largest digital exchange, you now have the ability to market across millions of sites to only those that have shown interest, minimizing waste and lowering your cost per acquisition.

LSDM ID's

- Households Last Name & Addresses
- Name & Addresses
- Landline Phones w/ Names & Addresses
- Mobile Phones w/ Emails or Names & Addresses
- Mobile AD ID's
- Social Handles
- IP Addresses w/ Some other PII
- Emails w/ names & addresses

What is included:

✓ **REACH™**

- *Brings "Direct Target Marketing" Online by:*
  - *Loading a scientifically selected off-line audience for on-line monitoring,*
  - *(OR) Setting up Audience Identification models and triggers to capture audience on-line.*
- *Uses LSDM's industry leading identity graphing platform for unparalleled online identity matching across on-line and off-line channels*
- *Monitors the target audience(s) on digital exchange for over 70,000 pre-selected behaviors and triggers,*
- *Delivers the right message, at the right time, via the right channel when your prospect triggers*
- *Matches instantly to personally identifiable information for omnichannel deployment*
- *Monitors Free. You'll only pay for the ads you display to potential buyers*
- ***Radically eliminates marketing waste, reduces attrition and lowers cost per acquisition***

✓ **and then,**

- *REACH™ attributes responders accurately,*
- *Feeds results back into campaign optimization tools*
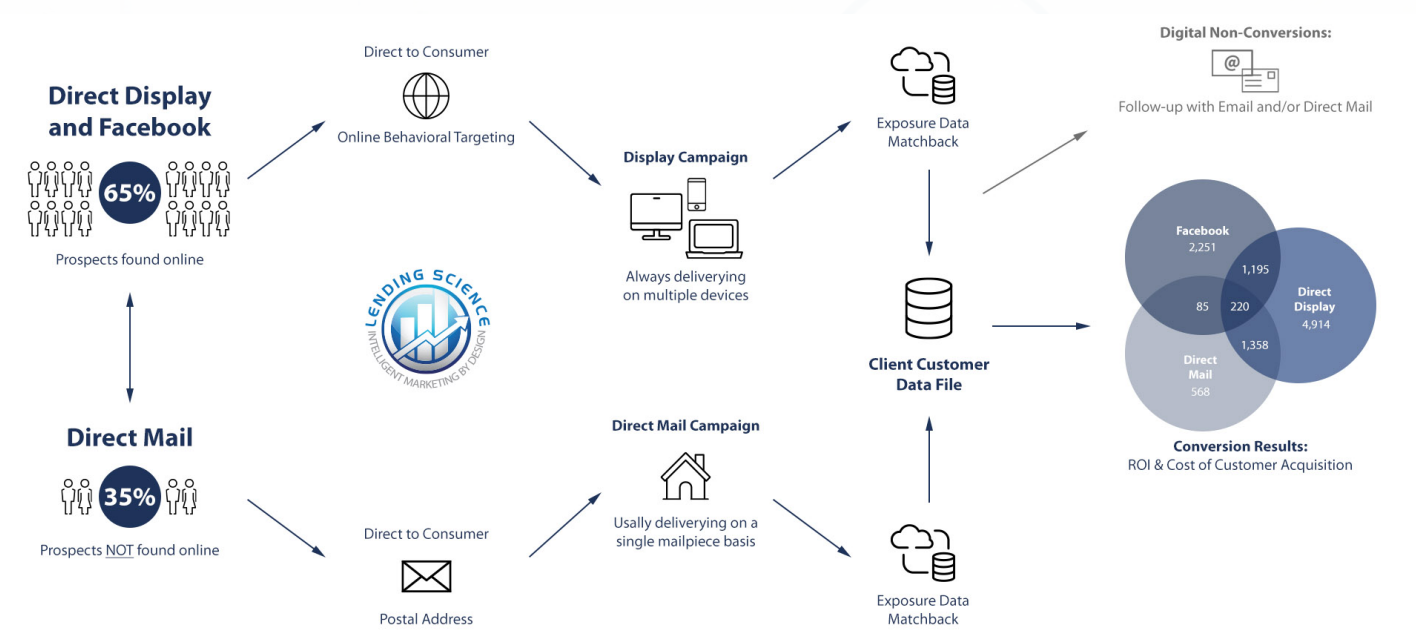- *Optionally returns off-line identity for traditional marketing.*
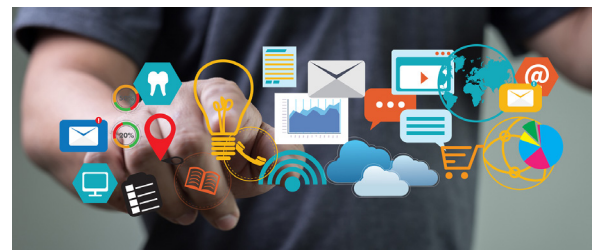
Case Study.
Short Term Installment Loan

LSDM Client Overview: LSDM's client is an on-line subprime fintech lender offering Payday Loans, Installment Loans, Title Loans, and Personal Lines of Credit. They are a nationally recognized, fully licensed financial company with over 2,000 locations nationwide and online lending services.

The Client Challenge: The lender is constantly testing new ways to drive traffic both on-line as well is to it's brick & mortar locations. With REACH™ they wanted to explore:

1. Boosting Direct Mail Results with Omni-channel marketing strategies for Credit & Non-Credit Campaigns.
2. Finding New "In-Market" Audiences On-line cost effectively.

LSDM Solutions & Results: For both objectives, we designed omni-channel creative and outreach strategies, oversaw the end-end execution, and set up attribution & reporting to track, monitor and optimize omnichannel combinations.

Direct Display and Facebook
65%
Prospects found online

Direct Mail
35%
Prospects NOT found online

Direct to Consumer
Online Behavioral Targeting

LENDING SCIENCE · INTELLIGENT MARKETING BY DESIGN

Display Campaign
Always deliverying on multiple devices

Direct Mail Campaign
Usally deliverying on a single mailpiece basis

Direct to Consumer
Postal Address

Exposure Data Matchback

Client Customer Data File

Exposure Data Matchback

Digital Non-Conversions:
Follow-up with Email and/or Direct Mail

Facebook 2,251
1,195
Direct Display 4,914
85   220
1,358
Direct Mail 568

Conversion Results:
ROI & Cost of Customer Acquisition

Challenge	LSDM Approach	Results
Boosting Direct Mail Results	• Analytically segmented & selected targets from the direct mail campaigns, • Set up Control Groups • Loaded target segments to REACH™, • Appended omni-channel identity graphs, • Established geo-fencing around stores, • Designed "best practice" behavior triggers, and • Set up digital marketing strategies to activate when triggered.	In both cases, omnichannel combinations out-performed Direct Mail Only control groups. • Direct Mail Segments yielded **10% increase in overall performance**. • Digital Only Segments yielded **25% improvement on Cost Per Funded loan**. The Return on Marketing Investment (**ROMI**) for each combination **beat expectations**. Non-Credit Direct Mail Universes became profitable with omnichannel strategies.
Find New "In-Market" Audience	• Set up geo-fencing target defined distances around stores, • Set up Test / Control strategies • Established "best practice behavior triggers for in-store and on-line prospecting, • Set up digital marketing strategies to activate when triggered.	Identified **35% incremental universe per month** for omnichannel marketing. The **(ROMI) outperformed expectations** for the test and was in line with target Key Performance Indicators (KPI's).

All test results beat expectations and we continue to dynamically monitor and optimize in each area.