

The future of acquisition marketing

Four Steps to Reset and Realign Acquisition Marketing Strategies

In the ever-changing world of highly regulated industries like financial services, insurance and telecommunications – marketers must be willing to take a fresh approach to customer acquisition strategies. This starts with a deep understanding of the customer journey.

Here's how to get started right now:

RESET WHAT CUSTOMER ACQUISITION MEANS IN TODAY'S WORLD

It's possible to do more with less

- TransUnion recently worked with a large national bank to improve targeting and onboard audiences. The results of optimization proved 2x better reach and 55% less media waste.
- Another financial institution was able to increase conversions 282% by optimizing its identity solutions.

TransUnion Marketing Solutions client analysis, 2021-2022



2x better reach **55%** less media waste **282%** increased conversions

PLAN STRATEGIES BASED ON YOUR COMPANY'S CUSTOMER ACQUISITION OBJECTIVES

A full-funnel, data-driven strategy allows marketers to reach customers on their turf

- TransUnion marketing mix modeling team partnered with a large financial institution to analyze channel mix. By reallocating marketing mix from 72% lower funnel to a more balanced mix across the full funnel, the organization was able to achieve a stronger ROI, and improve halo effect to other products within its portfolio.



Reallocating marketing mix **across the entire funnel** drove stronger results

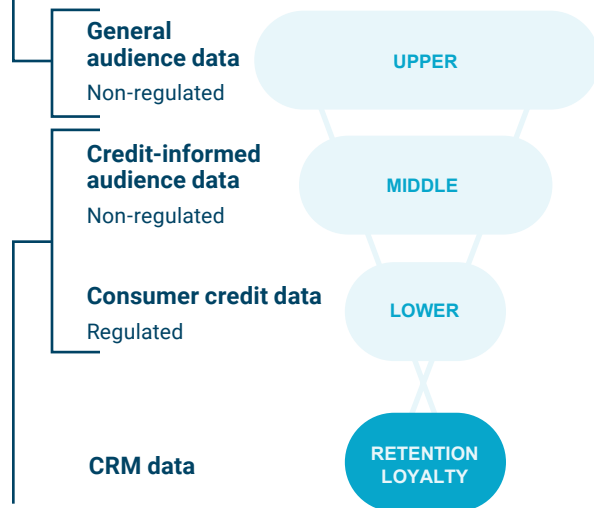
ALIGN YOUR MARKETING ORGANIZATION TO DELIVER ON YOUR PLAN

Key areas of organizational tension to address often include silos, risk, budget and performance

- Start by getting your house in order; aligning your marketing strategy with your company's strategy; and measuring success using business outcomes non-marketers can understand.



Over **5,600** audiences including demographics, psychographics, interests and propensities



Over **1,200** traditional, trended and alternative credit attributes

TEAM UP WITH THE RIGHT PARTNERS TO PULL OFF YOUR CUSTOMER ACQUISITION STRATEGY

TransUnion TruAudience™ audience solutions allow marketers to balance precision with scale across the full funnel

- General marketing audience data, comprising demographics, psychographics, interests and propensities – with over 5,600 audiences to leverage – power marketing across all media channels. Additionally, innovations in credit-informed marketing now include traditional, trended and alternative credit data for multichannel activation, including regulated and non-regulated solutions – with over 1,200 robust attributes to choose from.