



**CASE STUDY**

# NinthDecimal

Modeled, Offline, Behavioral-  
Based Audiences Provide  
Scale and Conversions While  
Preserving Quality for Major  
Retailer

**3.11x**

**Increase** in likelihood to convert

"Using the TruAudience® Platform, NinthDecimal has the ability to scale audiences with a people-based solution that delivers the incremental results our clients are looking to achieve."

Brian Slitt, CRO, NinthDecimal

## SCENARIO

A major fashion retailer leveraging audience intelligence from NinthDecimal — the leading omni-channel marketing platform powered by offline behavior — was looking to target in-market prospects who visit competitors' physical locations. To complement the effort, the retailer wanted to reach people similar to those ideal prospects online, without compromising the quality and accuracy of its campaign targeting.

## STRATEGY

A modeled audience comprised of the retailer's most ideal prospects with promising conversion propensities was determined to be the best solution to help the retailer.

Starting with a sample of NinthDecimal offline behavioral audience intelligence, the TruAudience® Platform used its robust profile data and machine learning to analyze roughly 2,700 datapoints per profile, weighing each according to relative importance to build a predictive model.

The model calculated a score from 0 to 99 for 99% of U.S. adults, based on the likelihood of each profile to convert. The highest scores were used to pinpoint the people more likely to convert for the retailer.

Through its comprehensive scoring, the TruAudience® Platform was able to add to the precise audience of in-market prospects to expand the reach of likely converters.

The custom-built audience was then sent to NinthDecimal to quickly activate for the retailer.

## **RESULTS**

The hybrid solution ultimately proved to increase scale while maintaining targeting quality for the retailer — the expanded audience achieved a 3.11x lift in likelihood to convert compared to the average U.S. adult.

To discover how TransUnion Lookalike Audiences can improve your digital reach to consumers likely to convert, visit

[transunion.com/truaudience](https://transunion.com/truaudience)

