

BANKING ON CUSTOMER INTELLIGENCE TO OFFER FINANCIAL SERVICES



Data Enrichment Case Study:
Leading Credit Card Brand

UTILIZING REAL-WORLD AUDIENCE DATA TO INCREASE ACQUISITION



OBJECTIVE

A leading credit card brand wanted to unlock and target the real-world audience in Malaysia who have a strong affinity towards personal finance, financial news and financial planning. They also wanted to use that knowledge to optimize their digital campaigns, and measure the impact of their ad spend.

SOLUTION

With real world audience insights, the brand got 360° view of its target audience, discovered the behaviours and point-of-interests. We also helped them identify and activate their potential buyers with our geo behavioural audience segments. With our footfall attribution tool, we helped the brand measure the impact of their ad campaigns in finding out which creatives work better, which platform gave the best performance etc. and optimize their marketing spend.

KEY RESULTS

The end-of-campaign resulted in a CTR of 0.35% with over 5.9M impressions.

KEY RESULTS

0.35%
Click Through Rate

20,635
Total Clicks

5.9M+
Total Impressions

Lifesight is Asia's leading trusted data and analytics company for real world intelligence that helps brands and enterprises understand, target, and measure consumers based on their real world behaviour.

Lifesight's robust platform and data solutions power business decisioning, audience activation, footfall measurement, and in-depth location analytics for leading brands and enterprises.

The company is headquartered in Singapore with a rapidly expanding footprint in the Asia Pacific region operating in India, Malaysia, Indonesia, UAE, Saudi Arabia, Thailand, Philippines, Vietnam, Japan, Australia and New Zealand.

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