



CASE STUDY

Identifying, pre-screening and converting on digital

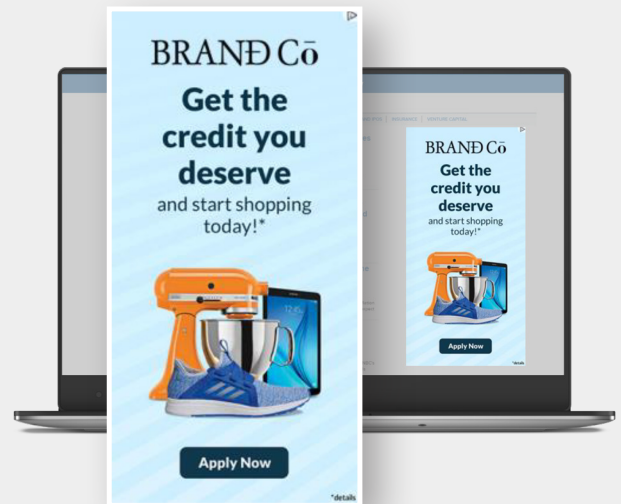
A national private-label credit card issuer needed to gain more quality accounts online. Conversant and TransUnion's partnership provided the prime solution.

CHALLENGE

- The national PLCC issuer was struggling to drive quality, new accounts for their premium products within the online channel.
- Previous attempts through Invitation to Apply and Netdown list re-targeting were not yielding the scale desired to grow their business through the channel.

SOLUTION

- Conversant and TransUnion created a scalable, accurate and transparent prescreen solution that combines our real-time behavioral data and unparalleled identity reach with their financial-services knowledge.
- The PLCC could then define a credit-worthy, credit-ready audience to target against their direct mail program.
- They reached ONLY the right prospects with TU's accurate data; eliminated waste with Conversant's real-time platform; and extended their reach online via TransUnion's FCRA-compliant process.



RESULTS

- 29% more new card signups over KPI
- 19% under original CPA goal
- 5% incremental CPA