



fpt Case Study — Client Integration

Company	Citibank Australia
Industry	Banking and Finance
Application	Fusion Performance Tracking (FPT)
Goal	Increase ROI from online sales of financial products and services

The Challenge

The client wanted a clearer picture of the performance of their online media investment promoting their financial products and services. Their existing digital data reporting systems and site analytics capacity did not present the post-view data essential to providing a comprehensive evaluation of the channel's contribution to total sales. Without accurate information, it was difficult to increase the desired return on investment.

Specifically, the organization lacked the ability to:

- ◆ Distinguish between acquisitions and sales; not all acquisitions become sales, especially in sales of financial products and services
- ◆ Correlate media placement with sales. Since only a portion of acquisitions result in approved sales, knowing precisely which media placements are responsible for generating sales is critical to maximizing ROI from online media investment

An underlying problem was a lack of data integration between the company's internal data and the ad serving application (FFA, Facilitate for Agencies) used by the media agency managing the organization's online media activity.



fusion
performance
tracking



The Solution

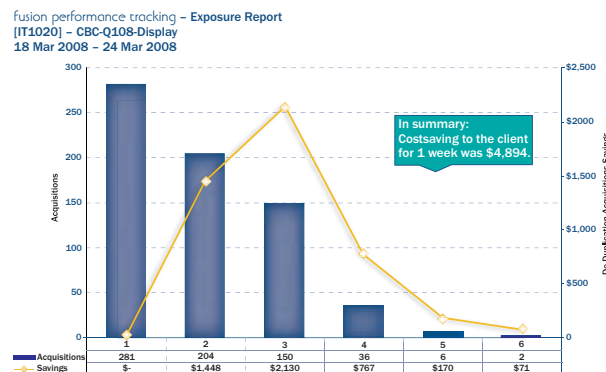
Facilitate Digital first introduced the Fusion Performance Tracking (FPT) solution, which removes duplicate acquisitions across multiple publishers on a media schedule. With this de-duplication in place, clients only ever pay once for each acquisition generated, significantly lowering the overall cost per acquisition as a result.

Facilitate Digital then established integrated data feeds with the client's internal business processes. Now all stakeholders know precisely how many of the acquisitions generated resulted in a sale.

The workflow follows this path:

- ◆ Each night the client automatically emails a file from their offline database to Facilitate Digital. This file includes the detail of the acquisitions generated that day including the product type, application ID and application status
- ◆ Facilitate Digital correlates the Application ID and "product type" and "application status" to the acquisition data generated by the Fusion Performance Tracking solution. The reports produced inform both agency and company of the number of submitted, approved and rejected product applications by line item in the media schedule
- ◆ A purpose built report is then automatically generated by Facilitate Digital each day and delivered back to both the client and agency via their Secure Web Service to ensure that all stakeholders are fully aware of campaign performance at all times

Customised Post Click Tracking De-duplication Methodology includes the automatic removal of specific application IDs generated by the company's telemarketing team, and from the company's UAT Server.



The Results

Estimated cost efficiencies amounted to approximately \$4,500 per week

The integrated solution further provided greater insight into the quality of the audience that each publisher delivers. This dynamic brings even greater accountability to the online media buy and a more informed planning and buying process. For both the company and the agency, this means an increase in investment in online media with improved ROI and reduced risk.

Based on the clearer picture of online media performance, the company has since directed the media agency to invest a greater proportion of its total marketing budget to online media given the improved ROI demonstrated in comparison to other channels.



Facilitate Digital has been providing digital marketing solutions to Media, Advertising and Creative Agencies, Publishers and leading global brands since 1999.

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