Turning insights into action to power personalized advertising

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A comprehensive understanding of customers is fundamental to winning today's consumers

TransUnion partnered with a premium streaming provider

Goal:

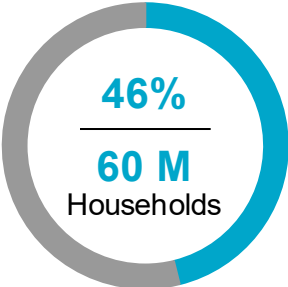- Improve customer-centric marketing and advertising performance

Challenge:

- Expand knowledge of its customers beyond the brand interaction shown in its first-party data

- Help identifying anonymous website visitors

Understanding the prospect universe

Understand the Target Audience For An Upcoming Golf Promo

Households More Likely to include Golf Enthusiasts

46% / **60 M** Households

To Me, It's Important to Keep Up-To-Date With News and Current Affairs

Spending Time With My Family is My Top Priority

I Enjoy Maintaining Traditions
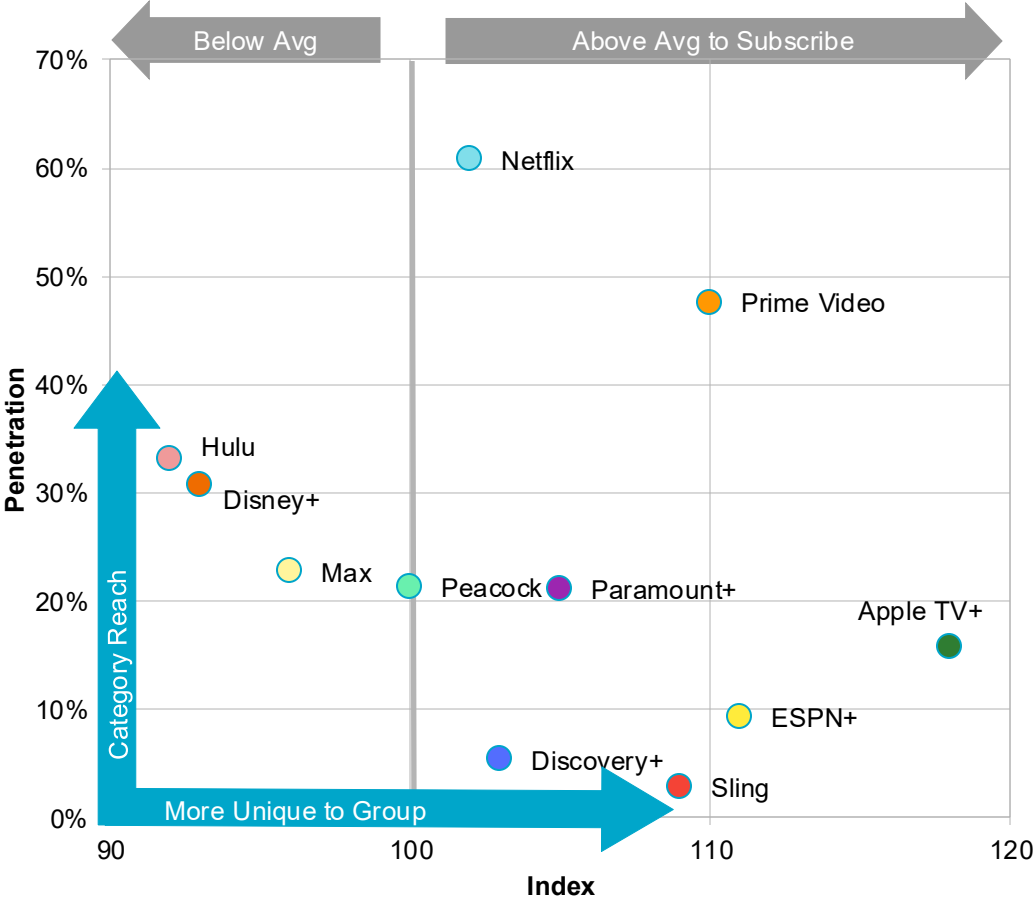
131 M Total US HH
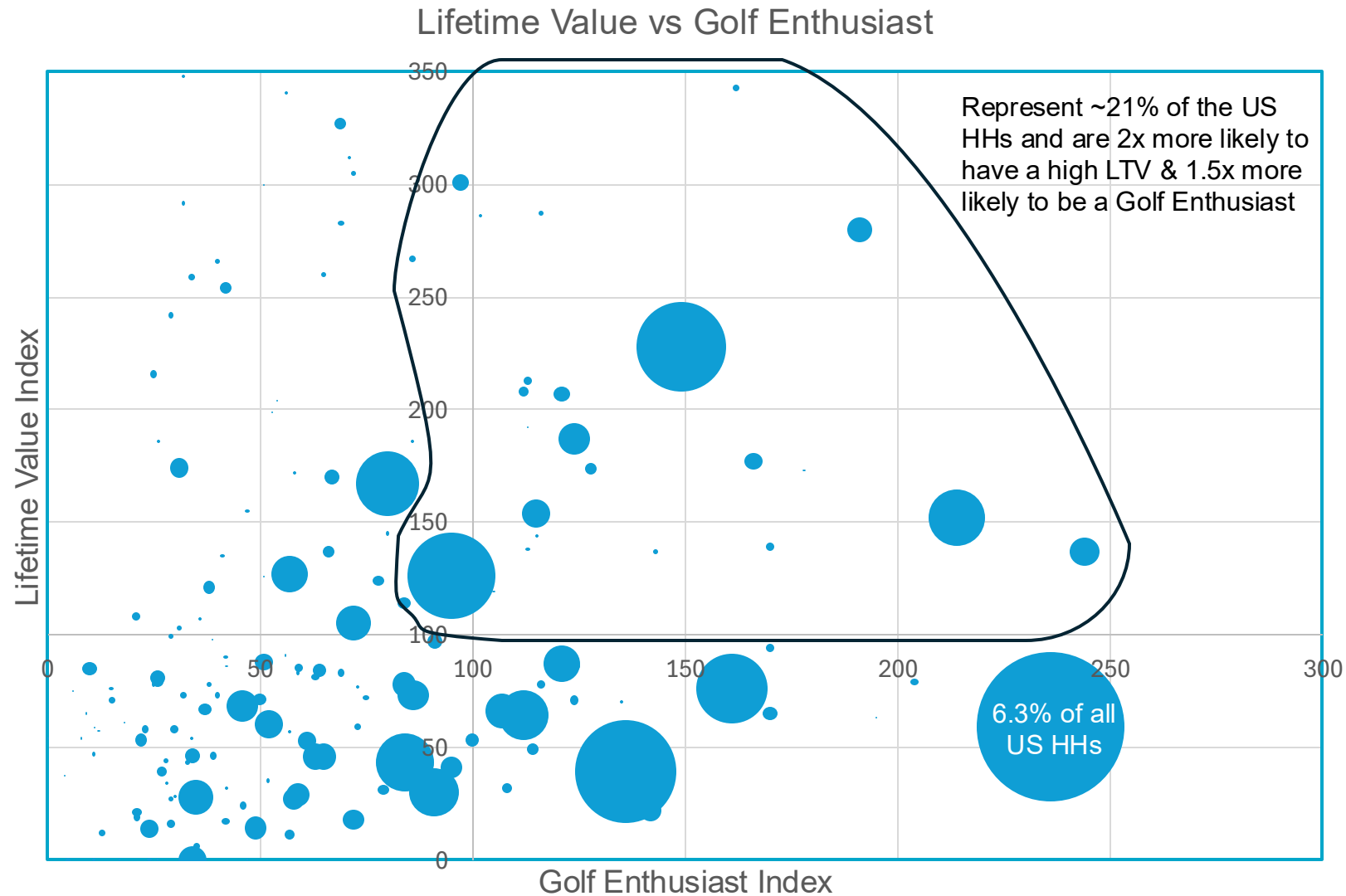
Demographics

	Golf Enthusiast	US
HH Age	60.3	52.0
HH Income	$122K	$97K
Children in HH	28%	32%
Homeowners	80%	64%
Urbanicity (3 = Suburban)	3.5	3.3
High Cost of Living	26%	28%

Understand Their Current Media Consumption Behaviors

Propensity to Subscribe

Below Avg | Above Avg to Subscribe

Penetration

- Netflix
- Prime Video
- Hulu
- Disney+
- Max
- Peacock
- Paramount+
- Apple TV+
- ESPN+
- Discovery+
- Sling

Category Reach

More Unique to Group

70%
60%
50%
40%
30%
20%
10%
0%

90   100   110   120

Index

Create a strategy to engage with prospects

Lifetime Value vs Golf Enthusiast

Represent ~21% of the US HHs and are 2x more likely to have a high LTV & 1.5x more likely to be a Golf Enthusiast

6.3% of all US HHs

Lifetime Value Index

Golf Enthusiast Index

Craft connected personalization strategies across the entire consumer journey

- ☑ Segment and analyze customers

- ❑ Leverage expanded insights to get a comprehensive understanding of the target audience

- ❑ Develop a strategy for connected messaging, creative and channel mix

- ❑ Buy the target audience and activate on channels most likely to perform

- ❑ Utilize the TruAudience Connectivity API to personalize website offers

More relevant marketing strategies led to improvements across acquisition marketing campaigns

↑ 566%
Expanded pool of prospects

by identifying top customers and targeting segments like them

↑ 21%
Improved conversion rates

with the right message in the right place at the right time

↑ 31%
Increased customer lifetime value

by linking TruAudience segments to 1PD to power business decisions

Thank You

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