

3rd Party Data Enrichments on 1st Party Audiences

Challenge

A financial services publisher sought to improve free-to-paid subscription performance, but lacked differentiating predictive signals in their 1st party data set. Actable was tasked with integrating 3rd party data for the purposes of insight generation and predictive signal discovery for redeployment in the existing 1st party data set, as well as for acquisition use cases.

Solution

- Actable worked with a mobile-first 3rd party data provider to create a known to unknown user match, and analyze the 1st party data set for predictive signals relevant to various 3rd party attributes including:
 - Demographics
 - Installed Applications
 - Content affinity
 - Device type
- Signals between and across attributes were scored across the 3rd party data file, and users were segmented and compared to baselines for both performance and insight outputs

Results

- Models were able to clearly differentiate users within the 1st party data set who were likely to convert but had yet done so, with likelihoods exceeding 5x in the top 10% of users
- Models offered excellent insights into demographic patterns not visible in the first party data set
- Models were directly applicable to the larger 3rd party data set, which could be deployed for the purposes of new customer acquisition.

CRM File Predictive Outputs

Audience Score Centiles	Conversion likelihood
Scores 91-100 (top 10%)	5.4x
Scores 81-90	3.5x
Scores 71-80	2.7x

Demographic Attribute	Odds of membership
Age: 60-64, 65-69	9x over US average
Samsung Mobile Device	9.8x over US average
Installed App: TexasHold'em	4.5x over US average
Installed App:Weatherbug	4.9x over US average

3rd Party Data Universe Predictive Outputs

Universe Score Centiles	Conversion likelihood
Scores 91-100 (top 10%)	4.9x
Scores 81-90	3.2x
Scores 71-80	2.4x

Demographic Attribute	Odds of membership
Age: 60-64, 65-69	955x over US average
Shop Disney Parks	640x over US average
Pinochle	565x over US average
Crypto Tracker	260x over US average