



Case Study

DashHound insights deliver 100% conversion boost for Family Trust

Powered by Lotame Analytics, persona development combines first-party data with trusted sources for precision targeting

Industry

Finance/Banking

Challenge

Drive loan growth in a rising interest rate climate

Lotame Solutions

- Onboarding
- Analytics

Results

- 100% growth in total conversions
- 40X increase in Brand Awareness from 1H 2023 to 2H 2023¹

“ Working with a data-first agency has significantly transformed our overall experience. The emphasis on data-driven strategies and decision-making has infused a new level of precision and effectiveness into our marketing. By leveraging DashHound data insights powered by Lotame Analytics, we created tailored and targeted solutions that not only resonated with our target audience but also delivered measurable results. The quality of our marketing has been significantly elevated and enabled us to achieve outcomes that are both impactful and data-backed.”

— Janet Hadjar, VP of Marketing
Family Trust Federal Credit Union



¹Based on number of View Through Conversions

Client

DashHound, a Comporium technology and full-service agency, provides actionable audience driven strategies powered by marketing insights. Fueled by Lotame Analytics, DashHound's proprietary platform helps businesses discover the undiscovered through marketing insights refined by AI. Sourced from more than 50 data providers, DashHound's Marketing Insights tool not only informs businesses about unfamiliar customers but also guides them toward their ideal customer base. This assists businesses in cultivating deeper customer engagement, expediting conversions, and enhancing cost efficiencies. For its credit union client, Family Trust, DashHound sought to uncover deeper insight into prospective loan customers via a persona-driven strategy that considered the needs of each location, hence establishing a distinct brand approach. A high interest rate climate created even greater headwinds for successful execution, while planning for market expansion and a brand refresh.

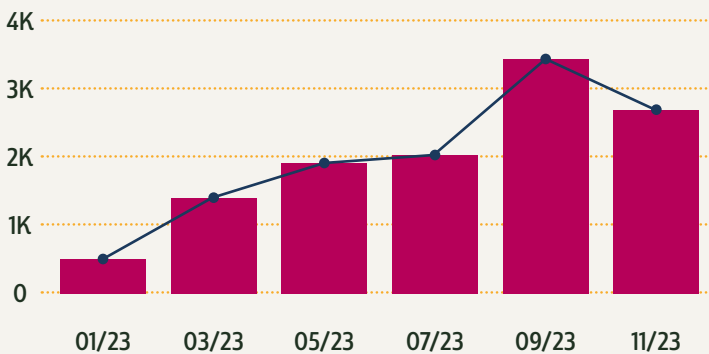
Solution

DashHound consistently prioritizes audience-oriented execution and deployed data every step of the way, from pre-planning through execution. Using Lotame's onboarding, they combined Family Trust's first-party web visitation data and line of business campaign data with Lotame trusted data for rich overlap analysis. This data-driven strategy uncovered persona recommendations to help Family Trust better understand their prospective customers via predictive audience attributes. Personas included high-performing attributes such as marital status, number of children in household, and activities and interests such as sports, home and garden, outdoor recreation, and more.

Results

Family Trust ran their persona-based campaigns over the course of a full year. In the first half of the year, they saw a **21% increase in loan applications** compared to the same period the previous record-breaking year. **New memberships alone increased 25% in Q1** compared to the same quarter year-over-year. Most impressively, **total conversions grew 100%** from the first half of the year to the second half and **brand awareness spiked 40X** from the first half to second half of the year.

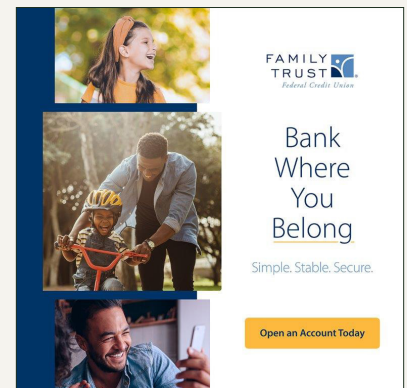
100% Conversion Growth from 1H to 2H

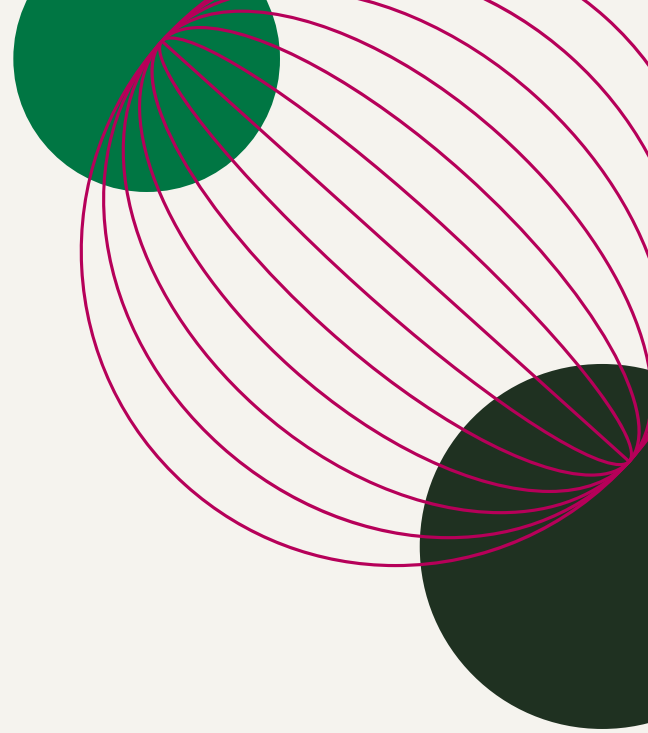


New Member Persona: Emerging Classicist Families

Sample persona created based on insights gleaned from Family Trust and Lotame data overlap. The Emerging Classicist Families persona informed creative development of message and image selection to improve engagement. Data based on Family Trust Checking 2023.

- Male
- Married
- Conservative
- 25-44, 45-54
- 1 to 2 Children
- Investor
- Sports & Recreation
- Home & Garden
- Outdoor Recreation
- Food & Beverage
- Likely Peacock





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