

# LOTAME TECH SOLUTIONS DRIVE 5X INCREASE IN LEADS

Latin America: Dominican Republic, Finance, Data Tech, Analytics, Lookalike Modeling



OMD Dominicana uses Lotame’s collection, modeling & optimization tools to engage prospects for regional bank.

## OBJECTIVE

OMD Dominicana’s banking client sought new prospects for its personal loan product in the first quarter of the year, following a high-spending holiday season. The client challenged its agency to find an effective way to engage new prospects while keeping acquisition costs low. The finance category is notorious for exceedingly high CPA due to loan qualifications.

## SOLUTION

OMD Dominicana used Lotame’s Unstacked Solutions to collect, analyze, and model prospects with a high propensity for a personal loan. Effectiveness and efficiency were key to success.

- **Data Collection:** OMD used Lotame’s data collection tools on the bank’s website to gather valuable first-party data about its users.
- **Analytics:** Using Lotame’s analytics tools, OMD analyzed the characteristics and interests of users who interacted with the loan section of the banks’ site.
- **Lookalike Modeling:** With these insights, OMD created different buyer personas based on demographics, behavioral data, and interests related to personal loans. OMD used this intel to feed creation of even more specific and niche lookalike models for prospecting.



### CHALLENGE

Drive qualified leads for personal loan product with efficient cost per acquisition (CPA)



### LOTAME SOLUTION

Data Collection, Analytics, Lookalike Modeling



### RESULTS

- 5X increase in leads
- 81% more efficient CPA

“ Using Lotame’s data-driven optimization tools, we are delivering exponential growth in lead generation campaigns for our clients.

— Alejandro Matos, Digital Marketing Director, Omnicom Media Group Caribbean

## RESULTS

The resulting prospect campaign was a resounding success for the banking client with record-breaking leads generated and a substantially more efficient CPA. Lotame tech enabled OMD to analyze its client’s first-party data on a large scale and increase performance of its prospecting campaign.

- 307% increase in total leads compared to average monthly leads prior to the campaign
- 5X increase in leads after implementation of the lookalike model.
- 81% reduction in CPA

Want similar results for your business? Get in touch! [LATAM@lotame.com](mailto:LATAM@lotame.com)