

# Audience Extension Case Study

Major IT SaaS application provider decreases cost per sales-approved lead by 75% by leveraging Versium's audience extension technology.

## THE CHALLENGE

Digital display ads on Facebook, LinkedIn, and Google powered sites are becoming more popular in targeting business decision makers. Many sites allow marketers to target their ads to a list of professionals. The challenge many marketers face, however, is the ability to match a high percentage of their target list to actual site visitors.

The client's prospect list is sourced from various means including services that sell professionals lists. These lists are typically limited to business contact details, which yield low digital campaign match rates. For example, they were only able to target 10% of their list on one of the platforms for their digital campaign.

## THE GOAL

Extend the reach for their digital campaign and generate more leads - cost effectively.

## WHAT VERSIUM DID

- Mapped consumer attributes to the client's original list of business decision makers using their **LifeData®** warehouse and **proprietary matching technology**.
- **Increased the volume** of emails and phone numbers used for matching by **80%**.
- The additional data provided by Versium increased their match rates for each platform as follows: YouTube and Gmail from **10% to 42%**, Facebook from **45% to 86%**, and LinkedIn from **25% to 60%**, greatly **increasing their reach** for the campaign.

## The ROI Impact:

Because of the significant increase in their reach, the client was able to generate more qualified leads faster and more cost effectively through their digital campaign. Versium's audience extension technology enabled the client to reduce their cost per sales approved leads by 75%.

## About Versium

Versium is a data technology company that helps marketers significantly improve their ROI by enabling highly data-driven marketing solutions.

[www.versium.com](http://www.versium.com)