The Challenge:
A large retail bank was facing increasing pressure on their customer acquisition costs through digital channels. They had limited ability to orchestrate and optimize outbound marketing messages and needed a scalable approach to increase acquisition efficiency.

The Solution:
Actable developed an AI-driven message orchestration and delivery approach designed to optimize ad exposure across the prospective customer universe and orchestrate messaging to increase response rates. The approach deployed across four channels: email, Google Ads, Facebook, and on-site modals, and benchmarked results against a control group.

Results:
The AI-drive approach drove a 42% increase in efficiency across the combined marketing channels. Users in the AI-drive group received fewer paid messages (optimizing media spend) but responded at a higher rate. The resulting budget savings could now be re-invested in additive marketing activities.