

AI-Driven Optimization Drives 42% Efficiency Gain

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.

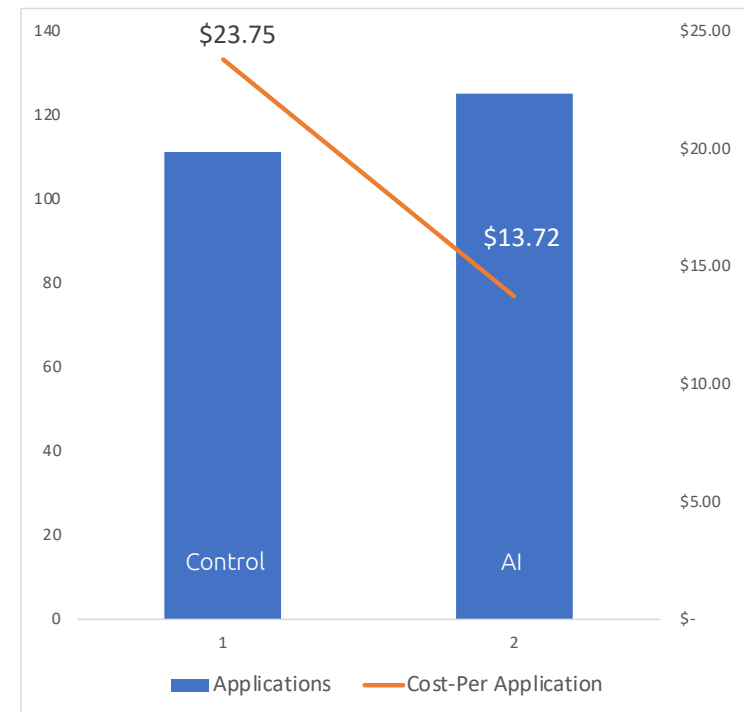
The Solution:

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.

AI-Driven Messaging Results vs. Control Group



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