

Financial Media company sees large decreased acquisition cost, following CDP implementation

Challenge

A major financial media company was in the process of implementing a Customer Data Platform (CDP), needing strategic support to maximize their investment and best unify their data for consumer activation.

Solution

- The Actable team worked in tandem with the CDP vendor in project management to keep deployment and use cases on track for launch.
- The Actable team ranked seven use cases in terms of effort and impact to establish the top three priority use cases to move forward with in implementation based on a combined metric of use case ranking.
- Actable Solutions Consultant created ~80 attributes in the CDP for audience segmentation in platform for use case enablement for identifying registered and unregistered users within their ecosystem.

Results:

- Actable accelerated the building of a strong foundation of attributes and baseline plan for future use cases, as the client continues to work with the CDP.
- Actable established paid media suppression lists, which resulted in 5x better match rates in platform than prior to using audiences for suppression.
- **The Client saw close to an 80% decrease in consumer acquisition cost and over a 50% increase in paid social subscriptions within the first 6 months of their CDP implementation.**

Priority	Attribute Name	Attribute Description	Exists in registered_users_data	Exists in unregistered_users_data	Notes	Availability
Day 1 (Parity)	Ad LTV Prediction (Registered)	(BETA) Predicts the advertisement life time value of the user.	registered_users_data	unregistered_users_data		Phase 1
	Ad LTV Prediction (Unregistered)	(BETA) Predicts the advertisement life time value of the user.	registered_users_data	unregistered_users_data		
Day 1 (Parity)	Article Engagement Trend (Unregistered)	Captures whether the user's engagement with article pages is decreasing or increasing. It's a value between [-1,1]. A negative value represents a decreasing engagement with all pages. This attribute is time decayed. Calculated using the past 180 days of the user activity		unregistered_users_data		Phase 1
Day 1 (Parity)	Billing Period Most Recent Only (Registered)	The billing period, e.g. month, annual, etc., for a user when they were most recently charged.	registered_users_data			Phase 1
Day 1 (Parity)	Billing Period Over All Time (Registered)	The billing period, e.g. month, annual, etc., for a user at any point in time. For example, filtering by "Billing Period Over All Time" = "Annual" will include all users who have ever been charged on an annual basis, even if they were most recently being charged on a monthly basis.	registered_users_data			Phase 1
Day 1 (Parity)	Content Preference	Captures user's preference for content tags on web/mobile. First input -> Kind of Content Tag. Second input -> Name of Content Tag. Third input -> Within Top N Preferences (Optional): Whether the selected content tag name fall within top N (1,2,...) preference of the user in the created segment.			There are actually a few different Content Preference fields across source tables. I think we'll need some guidance from Bloomberg on which ones to use and hierarchy.	Phase 1
Day 1 (Parity)	First Visited Date (Registered)	The first date the user ever visited either on web or app	registered_users_data	unregistered_users_data		Phase 1
	First Visited Date (Unregistered)	The first date the user ever visited either on web or app	registered_users_data	unregistered_users_data		
Day 1 (Parity)	Industry (Registered)	user's industry of employment as provided by the user in the new 2020 form	registered_users_data			Phase 1
Day 1 (Parity)	Is Bloomberg Employee (Registered)	whether this entry corresponds to a Bloomberg employee (internal user) A Boolean (True, False) value representing whether	registered_users_data	unregistered_users_data		Phase 1

Use Case	Description	Benefit to Bloomberg	Bloomberg Learning Question	Priority	Proposed Timing	Level of Effort	Level of Impact
Establishing CDP Connections	- Ensure that CDP audiences are useable for Bloomberg activation by setting up integrations with core platforms	- Integrations with platforms are mandatory in order to activate CDP benefits within data management & Bloomberg marketing use cases - Enables Bloomberg to activate 1P outside of Facebook/Google, where Quorum has been connected to date	What is the ideal setup timeline for future martech onboarding, prior to activating use cases?		0 April	Medium	High
Paid Media Suppression	Improve targeting and spend by suppressing anyone who has purchased a Bloomberg subscription from subscription acquisition campaigns	Improve targeting and spend by suppressing anyone who has purchased a Bloomberg subscription from subscription acquisition campaigns	How do CDP-generated and platform-generated suppression audiences compare (e.g. size, resulting CPAs/audience quality)?		1 April	Low	Medium
Abandoned Browse Capture	Build traction with one-time Bloomberg.com site visitors	- Increase % of return visitors, who are key site traffic contributors - Increase likelihood of users consuming content on site/reaching payroll	What is the ideal Bloomberg experience/action to drive one-time visitors to? For example, is a midfunnel objective (newsletter sign up, app install, email registration) a more ideal experience vs. immediately driving to the payroll or offers page?		3 April	Low	Medium