



eyeota Success Story

A Dun & Bradstreet Company



Eyeota Helps International Bank Successfully Engage High-Net Worth Individuals Across Digital Channels While Reducing Cost Per Lead by 89%

The Challenge

An international bank launched a **product designed for high-net worth individuals**, but was having trouble driving their target audience to the promotional pages of their website. They turned to Eyeota to create a custom audience segment that could help them **target and acquire high-quality leads through programmatic advertising campaigns**.

The Solution

1. Eyeota worked with the client to develop a **custom audience targeting profile** for programmatic campaign activation. The audience targeting profile was based on **browsing interest and sharing behaviors** associated with high-net worth individuals.
2. With its premium data partner, **ShareThis**, Eyeota refined and expanded the segment with the **relevant keywords and links** of this target audience before pushing it to the bank's data management platform.
3. To promote their new product, the bank activated the new custom audience profile for **cross-channel lead generation** advertising campaigns on Google and Facebook.

The Results

Using the new audience profile, the bank saw an **increase in high-quality, relevant traffic** on their product pages, with the Google Discovery campaign seeing the strongest performance.

89% ↓ CPL

Across Facebook and Google advertising platforms, the custom audience profile reduced the Cost per Lead (CPL) by 11% with Google delivering an impressive **89% decrease in CPL**.

In addition, the new profile enabled the bank to **reduce their Cost per Landing Page View** (CPLPV). This is a valuable metric because it measures the rate at which a target customer clicks a link, lands on a page and continues to browse the content. The client's **CPLPV benchmark was \$10.77** and the Eyeota audience profile delivered an overall **CPLPV of \$0.75 cents** – an astounding 93% cost reduction. The Google campaign was the highest performer, with just \$0.42 CPLPV.

The client continues to leverage Eyeota solutions for insights and targeting.