

Improving Audience Targeting with Enigma Data



THE CLIENT

Deluxe is the leading provider of direct mail marketing for financial institutions. They already used more than 5 foundational SMB data sources, including all of the traditional SMB data providers.

THE CHALLENGE

Deluxe hypothesized that they could boost campaign ROI by more precisely segmenting and targeting businesses based on revenues and processing volumes. To do this, they needed a new data source.

THE TEST

Deluxe ran an A/B test comparing targeting campaigns using Enigma's data about revenues and processing volumes vs. targeting solely based on data from traditional providers.

The test spanned 13 different marketing campaigns on behalf of 5 financial institutions, across 3 financial products:

- Merchant services
- Business lending
- Business banking

Campaign 1

OBJECTIVE

Acquire new merchant services relationships

How Deluxe used Enigma Merchant Transactions Data:

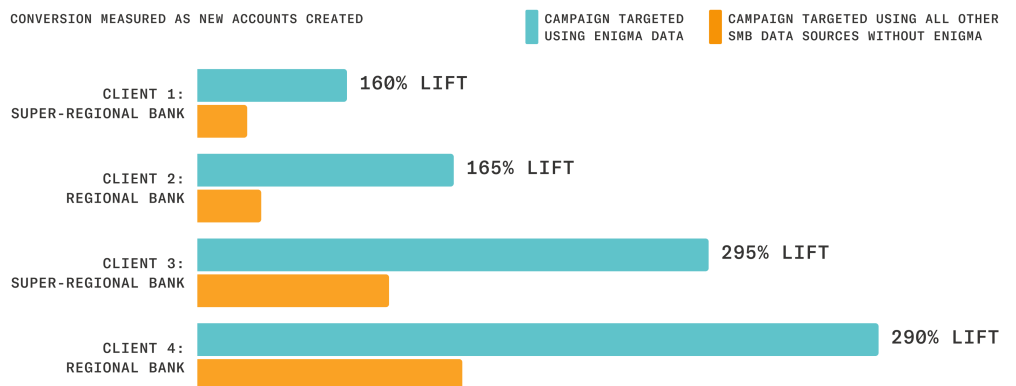
- Identify businesses already processing cards
- Understand amount of transactions
- Differentiate e-comm vs. in-person volume

RESULTS

Merchant Services Campaign Results

Conversion Rates

CONVERSION MEASURED AS NEW ACCOUNTS CREATED



Campaign 2

OBJECTIVE

Acquire new business lending relationships

How Deluxe used Enigma Merchant Transactions Data:

- Assess revenue stability
- Understand ability to pay
- Better evaluate existing debt load

RESULTS

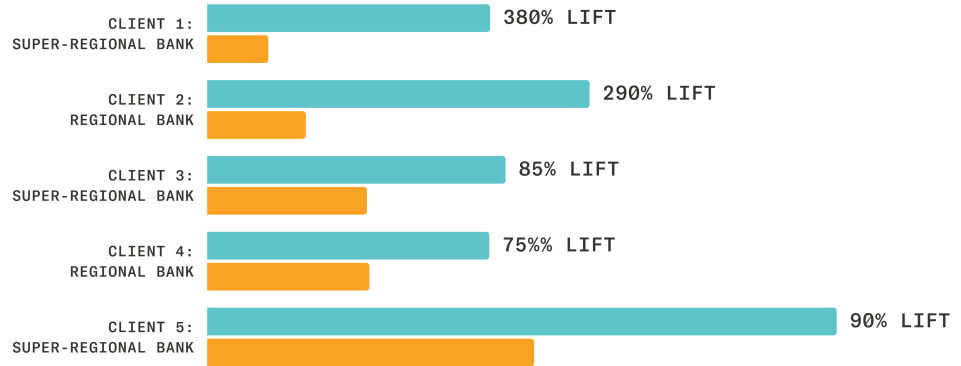
Business Lending Campaign Results

Conversion Rates

CONVERSION MEASURED AS NEW ACCOUNTS CREATED

CAMPAIGN TARGETED USING ENIGMA DATA

CAMPAIGN TARGETED USING ALL OTHER SMB DATA SOURCES WITHOUT ENIGMA



Campaign 3

OBJECTIVE

Acquire new business relationships (broadly)

How Deluxe used Enigma Merchant Transactions Data:

- Validate business activity
- Cross-verify revenue assumptions
- Calibrate profitability potential

RESULTS

New Business Campaign Results

Conversion Rates

CONVERSION MEASURED AS NEW ACCOUNTS CREATED

CAMPAIGN TARGETED USING ENIGMA DATA

CAMPAIGN TARGETED USING ALL OTHER SMB DATA SOURCES WITHOUT ENIGMA

