



Targeted Direct Response Campaign Generates Stellar Results

▲ 86%
GREATER ENGAGEMENT

▼ 74%
CHEAPER COST PER ENGAGEMENT



Transamerica, a decades-old company that specializes in insurance, investments and retirement, woke up a button-down industry by using the LeadSift social intelligence platform and its insights from social media to continue to differentiate itself from the rest of the industry.

PROBLEM

Transamerica wanted to deliver targeted personalized content and customer experiences so they needed to understand their audience on a level that would allow for seemingly individual engagement.

SOLUTION

Finding Relevant Customers

By mining for demographic and psychographic targeting, LeadSift was able to create audience segments that was comprised of USA based Twitter users between the ages of 18-65 with an interest in finance and politics.

RESULTS

Using LeadSift's targeting for a direct response campaign focused on driving Financial Literacy Survey completions Transamerica was able to increase engagement by 86% while reducing cost per engagement (CPE) by 74% compared to their baseline targeting and at a fraction of the cost of traditional media.

