

Financial Conduct Authority

Challenge:

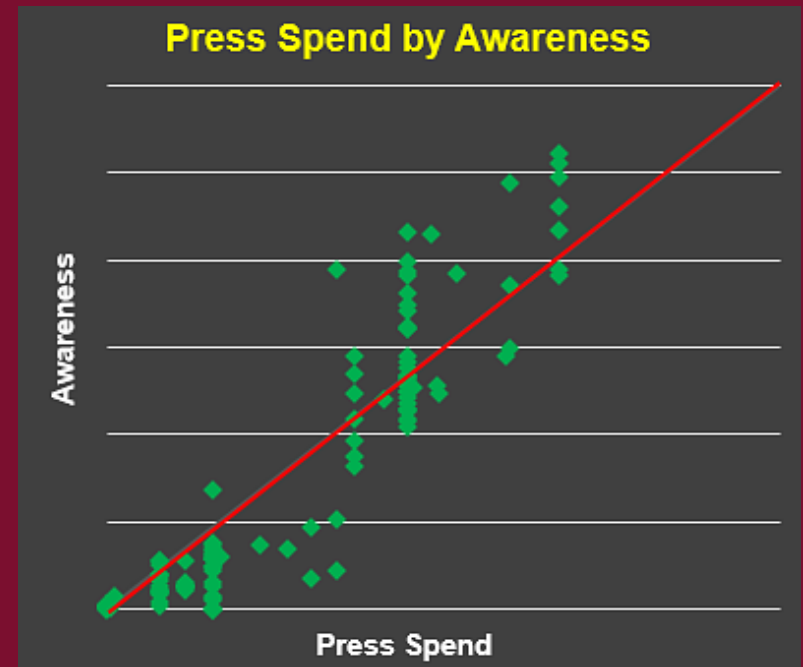
Our challenge was to optimise the FCA's media spend, whilst maximising the number of firms registering with the FCA.



What we did:

Media Optimisation

Our team of data scientists interrogated the data to determine the true effect media was having on awareness and registration. This was achieved by implementing the following steps:



Developed a hierarchy of engagement to measure awareness

Used econometric modelling to establish the effect of different media and how long after a campaign they continue to have an effect.

Determined points of diminishing returns (where additional spend no longer impacts engagement)

Outcome:

Marketing Metrix segmented the data based on companies' likelihood to convert. Econometric models were built for each group to maximise conversion.

This allowed media budgets to be reallocated from high conversion groups to groups that were more at risk. Niche titles and relevant websites were used with relevant industry sector ads to maximise conversion.

We developed a planning tool using these insights, which enabled the FCA to surpass their final target of authorisation applications, converting 73% of the prospect base.

MASSIVE
BOOST IN
CONVERSION

73%
CONVERSION

EXCEEDED
ORIGINAL
TARGET