

Financial Conduct Authority

Challenge:

FCA took over responsibility from the OFT for consumer credit authorisation.

Our challenge was to promote campaign awareness and maximise the number of authorisation applications from the relevant firms.



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licensing is changing.

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What we did: Nudge Marketing

We built an accurate marketing database from a number of disparate sources and developed an initial targeting strategy.

MDS then initiated a Nudge Marketing campaign to promote widespread awareness amongst the relevant companies in order to maximise authorisation applications. This utilised many marketing channels including Display

Statistical modelling techniques were used to identify hard to reach firms and the best media mix to target and convert these groups.

Outcome:

Metrix Data Science's efforts enabled the FCA to surpass their final target of authorisation applications converting 49,405 OFT prospects (73% of the base).

MDS has continued to work on the campaign, providing ongoing insight and support throughout and evolving the MI pack to reflect new objectives.

73%
Conversion

49,405
Companies

Exceeded
Original
Target