



A winning equation = first + third-party data

Affiperf partners with Oracle Data Cloud to drive ROI with scale

Overview

A travel client challenged Affiperf with driving a consistently high volume of ticket sales each month. The travel brand's first-party data, whilst effective at driving conversions, did not have enough scale to drive the ticket volume needed. Affiperf leveraged the brand's first-party data assets and Oracle Data Cloud's third-party assets to find the brand's best prospects and boost online conversion performance.

Strategy

Affiperf used Oracle Data Cloud's advanced modeling solution to optimise performance at scale without sacrificing relevancy. Modeling 360 utilises multiple model methodologies, local signals and predictive technology to build a more holistic view of customers. Affiperf found users who expressed the same attributes as the client's website converters and created two distinct models that looked at varying levels of seed index.

Results

Affiperf's data-driven approach balanced reach with effective conversion performance, driving 3 – 5x ROI.

3-5x

Return On
Investment

Oracle Data Cloud's look-alike methodology has given us incremental reach on those first-party segments with the highest conversion rates. The implementation process is always smooth from beginning to end.

- Pablo Guereñu, Programmatic Trading Manager, Affiperf

The Data Hotline | Quick answers & the audiences you need to win [Oracle.com/TheDataHotline](https://www.oracle.com/the-data-hotline)

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Oracle Data Cloud delivers the richest understanding of consumers across both digital and traditional channels based on what they do, what they say and what they buy enabling leading brands to personalize and measure every customer interaction and maximize the value of their digital marketing.

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