

Hyper-Personalized Account Targeting

DXC was looking to reach key decision makers from their Digital 80 list that were mid-RFP. The Digital 80 consists of the top Fortune 500 companies who were investing in digital transformation. Merkle took a hyper-targeted account and persona approach. The audience's assumed journey was mapped to/from work to identify key OOH/DOOH billboards / digital screens.

This was supported with geo-targeted mobile displays around the office locations, prospect emails and direct mail, account specific landing pages and a nurture strategy. Creative, messaging, and content were personalized at an account and persona level to the degree that the target account name was mentioned in the creative.

5100X

Increase in ROI by 5100X