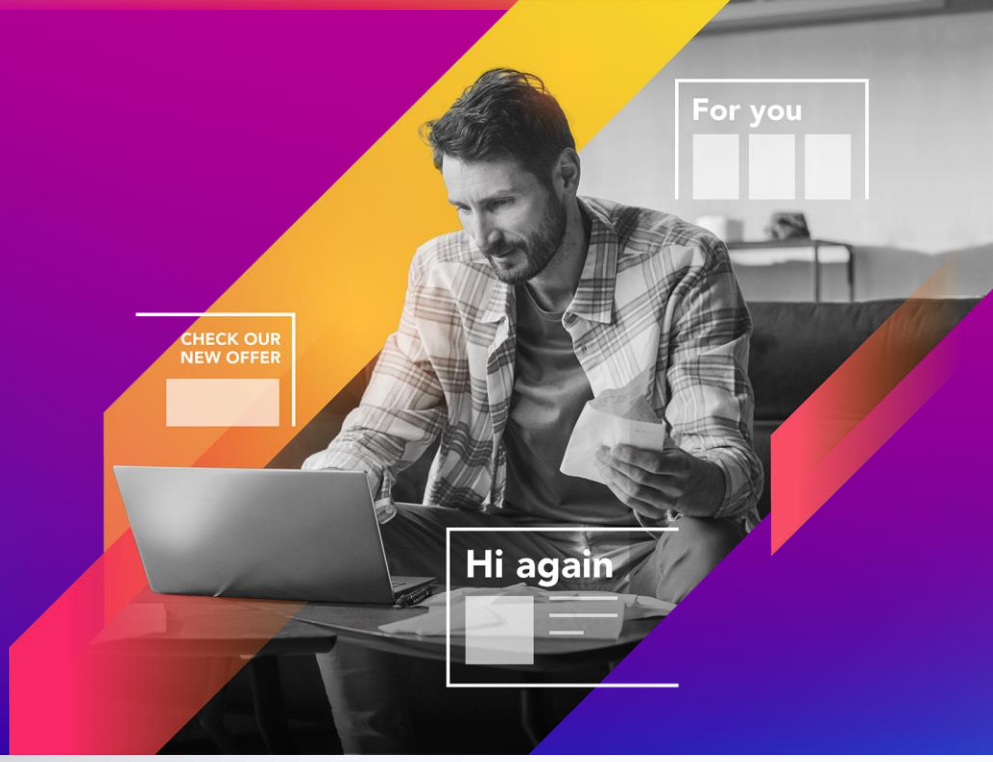
Efficient Acquisition Through Lookalike Modeling

How predictive modeling, controlled testing, and invitation-to-apply strategy drove **measurable incremental revenue while improving cost efficiency**.



Case Study: Applying High-Propensity Modeling to Acquisition Email

Using decile-based scoring, structured testing, and performance measurement to optimize incremental account growth.

Customer

Zeta has a relationship with a retailer that specializes in no credit, flexible payment options for Home Furnishings.

Through this partnership, Zeta is both the CRM partner and the Acquisition partner.

Challenge

The customer wanted to acquire net-new customers at an efficient cost per incremental account via acquisition email.

Solution

Zeta built a high-propensity lookalike model to score, rank, and optimize consumers by likelihood to convert.

This custom invitation-to-apply (ITA) program activated evergreen and promotional offers through Zeta's proprietary ESP.

Performance was measured weekly using treatment and control groups.

$1.52MM
Incremental Revenue YTD

19%
Below the CPIA Goal

7.31
Incremental ROAS

Key Takeaways for Financial Marketers

- Lookalike modeling **prioritizes audiences by conversion likelihood** to improve efficiency
- Decile segmentation helps **allocate budget to the highest incremental opportunity**
- ITA strategies support **testing of both evergreen and promotional offers**
- Weekly treatment vs. control measurement clarifies **true incremental impact**
- Incrementality reporting **separates performance lift from baseline demand**
- **Ongoing optimization improves performance** over time through data-driven refinement

Why It Matters

Insight
Actionable customer understanding

Precision
Target the right audience

Measurement
Track incremental impact accurately

Efficiency
Maximize results with fewer resources