



The Audience Company™



# Maximize Profit and Lifetime Value with Payment Score Audiences

Alliant's "Payment Score" Audiences are built from transactional data on over 250 million consumers.

Aggregated payment behaviors are strong predictors of future lifetime value and the best predictor of a customer's likelihood to pay for a good or service. With the right information, you can maximize profit and minimize risk by targeting the right audience with the right offer.

Alliant offers eight different segments of consumer payment behavior:

- Payment Score: Top 5%
- Payment Score: Top 10%
- Payment Score: Top 25%
- Payment Score: Top 50%
- Payment Score: Bottom 5%
- Payment Score: Bottom 10%
- Payment Score: Bottom 25%
- Payment Score: Bottom 50%

*Disclaimer: Alliant Payment Scores are not credit scores and may not be used for FCRA purposes.*



## Acquire. Enrich. Optimize.

[alliantdatat.com](http://alliantdatat.com) | [@alliantinsight](https://twitter.com/alliantinsight)

## Leading Satellite TV Provider Leverages Alliant Proprietary Payment Performance Audiences to Power Facebook Acquisition

Alliant Audiences, delivered by LiveRamp, helped the television provider target high-value consumers

### CHALLENGE

The in-house digital marketing team at leading satellite TV provider was looking to reach homeowners, new movers, and consumers likely to purchase their satellite services. A key campaign goal was to identify audiences with strong payment performance and high lifetime value.

### SOLUTION

Alliant combined its deterministic homeowner, new mover, and propensity to purchase satellite audiences with high tiers of consumer purchase performance. Alliant's Payment Performance segments are useful for targeted marketing to consumers with higher expected lifetime values. The selected custom audiences were then integrated into Facebook through Alliant's distribution partner, LiveRamp. The client solidified that Alliant and LiveRamp are a unique part of their targeting efforts: "We aren't utilizing any other third-party data, just first-party, lookalike modeling, and Facebook native targeting."

### RESULT

**The Alliant audiences exceeded KPI goals in both scale - some audiences as large as 22 million - and performance.**

The initial read from the client: "Performance looks good, as well as scalable...The makeup of the segments we requested was to reach the goal of driving sales from users with high lifetime value. And we have reached our goal for that specific business KPIs." They plan to use the audiences going forward due to the favorable results.



Dig Deeper:

## Cross Payment Scores With Other Audiences

**Payment Score Audiences** are a great way to layer more predictive insight on top of life stage, demographic or brand propensity audiences.

Combine audiences with a propensity to purchase a Mercedes-Benz who are in the top 20% for payment scores. Or, suppress audiences who are American Express cardholders in the bottom 50%.

Whatever custom audiences you need, the Alliant Audience Help Desk can help you mix, match and layer information to achieve the most fine-tuned audiences.

To learn more, contact the Alliant Audience Help Desk at [datahelp@alliantdata.com](mailto:datahelp@alliantdata.com)