

# How The Motley Fool Centralized Data & Decreased Cost Per Acquisition by 20%

Ask **The Motley Fool's** marketing team about their 2019 marketing results and they'll tell you **they've reduced cost per acquisition by 20% for some of their most valuable targeted prospects.**

Ask them how and they'll tell you about smart data strategy, targeting users at scale, and implementing Lytics' best-in-breed Customer Data Platform (CDP).

Dig even deeper and here's the story you'll get...

## WHO IS THE MOTLEY FOOL?

The Motley Fool is a global multimedia financial services company. Founded in 1993, their mission is to make the world smarter, happier, and richer. The brand does this through free and membership-based premium services for the DIY investor, mutual funds, and wealth management. To succeed in these goals, the brand's marketing team needs to deliver the right services to the right prospects and members at the right time—a challenge easier said than done.

## THE MOTLEY FOOL'S MARKETING CHALLENGE

When the brand started researching Customer Data Platforms, the ultimate goal was personalization. They wanted to **centralize their user data, manage audiences in real time, and target and personalize for those audiences at scale**.

They started out researching personalization platforms, but the deeper they dug into the solutions available, the more they realized that those solutions were falling short of their goals. Which is when they turned their attention to best-in-breed CDPs.

As Nate Wallingsford, Head of US Marketing Operations & Optimization, explains:

“The near-term business challenge we were trying to solve was to centralize our user data, manage audiences under a platform that had real-time capabilities, and integrate those audiences seamlessly into our major marketing channels to target at scale...[After sitting through five personalization platform presentations], **we realized that a CDP was a better solution for our marketing needs**. We'd heard about Lytics through a referral at a MarTech conference and began investigating.”

And so the company started researching CDPs—with a clear set of goals in hand—and ultimately chose Lytics.

“We needed a platform that could easily integrate with our internal systems as well as our major paid marketing channels.”

—Nate Wallingsford,  
Head of US Marketing Operations  
& Optimization, The Motley Fool

## WHY CHOOSE LYTICS CDP?

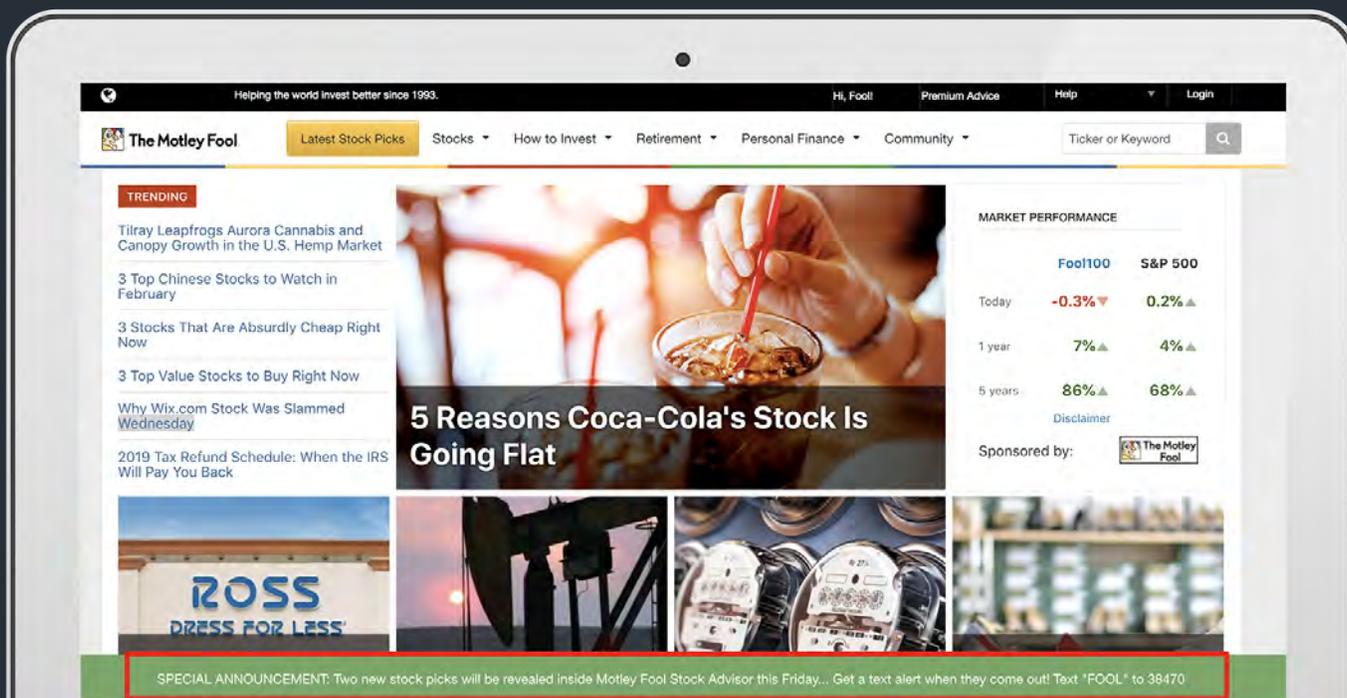
When asked what drew them to our platform, Nate says our robust integrations and personalization through machine learning sealed the deal.

### Integrations

In Nate's words: “For us, integration costs, in terms of developer resources and time, were an important factor...We needed a platform that could easily integrate with our internal systems as well as our major paid marketing channels. Lytics has a number of out-of-the-box integrations that fit our needs.”

### Personalization through Machine Learning

“In addition to being a CDP where we could centralize our first-party data and gain a more holistic view of our users, Lytics offered personalization and machine learning capabilities that were of interest to us. We sat through five other demos with vendors offering personalization capabilities previously, but all came up short when it came to seamlessly integrating with our data in a way that we could quickly and easily leverage the personalization features.”



## THE LYTICS SOLUTION

The Motley Fool started their Lytics journey with one primary goal: acquisition.

Once their data was onboarded, the marketing and business intelligence teams worked together to understand the pre-conversion customer journey, looking at Lytics' out-of-the-box behavioral scores (like frequency and recency of brand interactions).

They used these metrics to **identify users most likely to convert**.

From there, the marketing team further segmented prospects into three audiences—platinum, gold, and silver—and created bidding strategies in their paid marketing channels unique to each group. As Nate explains:

“We acquire new members through paid and organic marketing channels. When we identify high-value prospects who we think would benefit from our services, we’re willing to bid more aggressively in our paid marketing channels to acquire them. In close partnership with our business intelligence team, we look at a variety of indicators to help us evaluate and find these prospects.”

**20%**

**Within the first year, the cost per acquisition for The Motley Fool's highest-lifetime-value segment (platinum) dropped by 20%.**

“[From there we] target those segments across Yahoo, Facebook, and Google, conducting retargeting efforts as well as creating lookalike audiences to scale...The higher the [projected] lifetime value of a customer, the more aggressively we bid.”

## THE RESULTS

With their historical data imported into Lytics and their three high-value segments in place, The Motley Fool started running campaigns. “We contracted in December,” Nate says, “and by the end of January we were running personalization campaigns.”

And through those personalization campaigns and creating lookalike audiences based on their highest-value customers, the brand turned their customer data into real business results. Within the first year, the cost per acquisition for The Motley Fool's highest-lifetime-value segment (platinum) dropped by 20%.

## WHAT COMES NEXT FOR THE MOTLEY FOOL?

When asked about future marketing goals and aspirations, Nate says the company is continuing to execute on the solid foundation laid by their initial Lytics use cases. They're also excited to leverage more of Lytics' AI and machine learning capabilities.

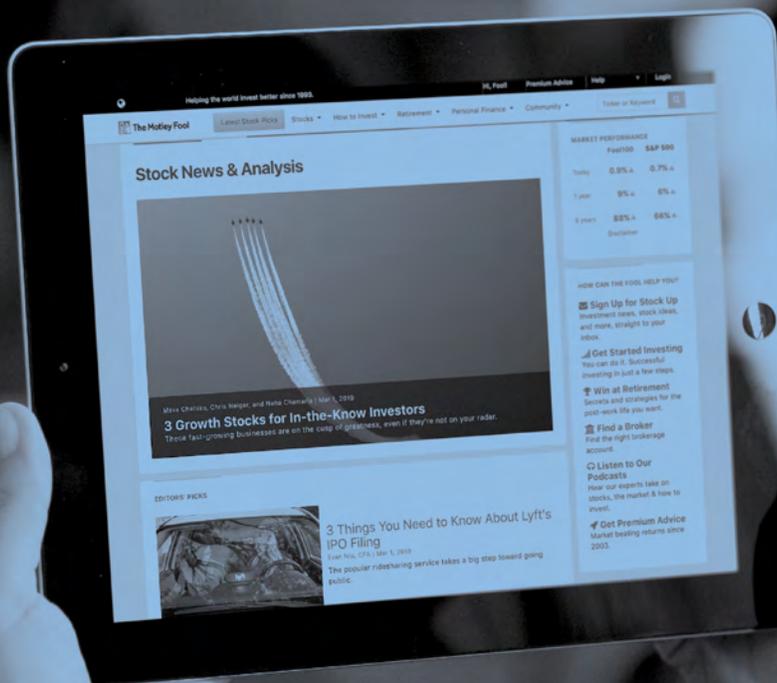
"We plan to continue executing on our existing use cases," Nate says, "to efficiently deploy our marketing spend at scale and enhance our prospect targeting using first-party data to reduce our CPAs. We're working to leverage Lytics' personalization and machine learning capabilities more in the coming year.

"We've identified people that come to our site and engage with our content in different ways. We want to use personalization to create different ways we can engage with these people when they engage with [our] free content."

## WHAT COULD A CDP DO FOR YOUR MARKETING GOALS?

The Motley Fool isn't the only Lytics customer seeing huge returns on their investment. For them, the big win was a lower cost per acquisition. For you, it might be a higher return on ad spend, increased conversion rate, reduced churn, etc.

We'd love to talk about how our Customer Data Platform can transform your marketing strategy and help you achieve your marketing goals. If you're in the market for a CDP, let's chat.



Learn more at [Lytics.com](https://lytics.com)



The Motley Fool