## Using More Metrics Data in Digital Marketing

Different Life

Different Life sells life insurance and was founded to do good:

- by providing money to loved ones when they need it most;
- by changing the world through charitable donations; and
- by being quick and easy.

Different Life sells direct to consumer through social media and digital channels such as Facebook and Google. Its target customers want to do business with companies that support their ethical and social values.
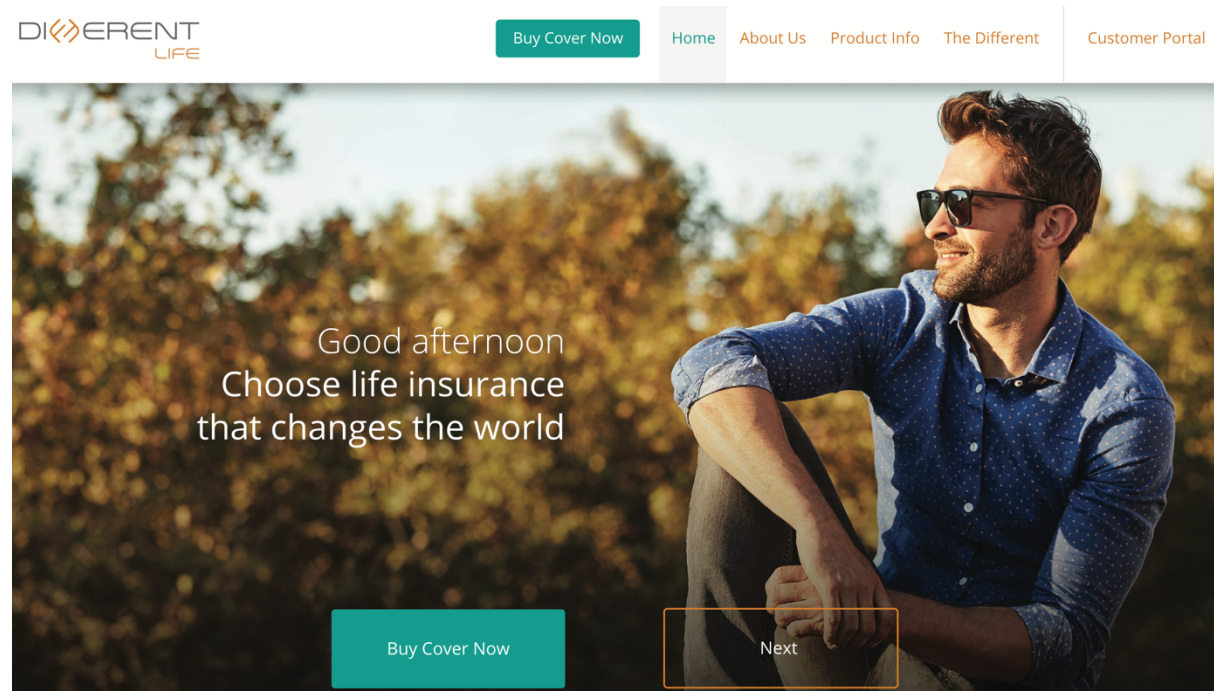
The issue

Different Life wanted to maximise the efficiency of its digital marketing expenditure through smart and targeted marketing. It saw that enhancing Facebook and Google data and algorithms with external data could give it a competitive advantage.

The solution

It selected More Metrics data as it offered a top-down view of customers which complemented social media platform's individual personalised data. More Metrics also provided attitudinal data that was directly relevant to identifying Different Life's target audience.

Implementation of More Metrics data was simple as it be selected and modelled independently, delivering lists of postcodes that could be added as an additional filter into standard Facebook or Google selection tools.

Compliance was significantly simplified as More Metrics data is GDPR-compliant, as Individualised personal data is not used in its production.

Example of use

The initial test used free data available from More Metrics to produce location-specific posts. This built on an initial test produced using location names from the digital platform. It was felt that the city names available from them were not sufficiently local to generate empathy and More Metric enable more granular messaging.
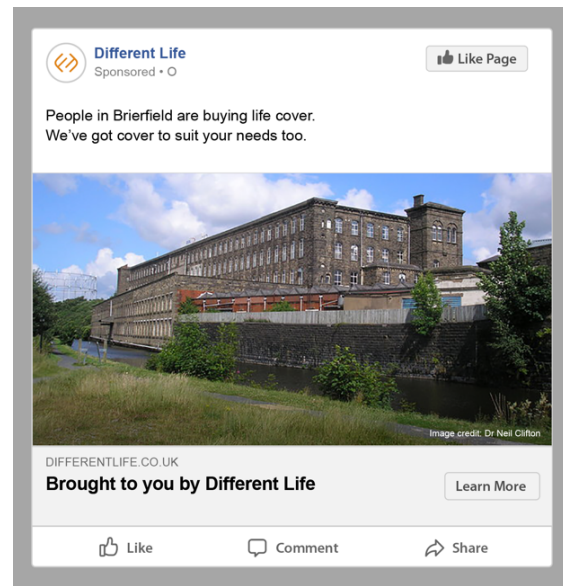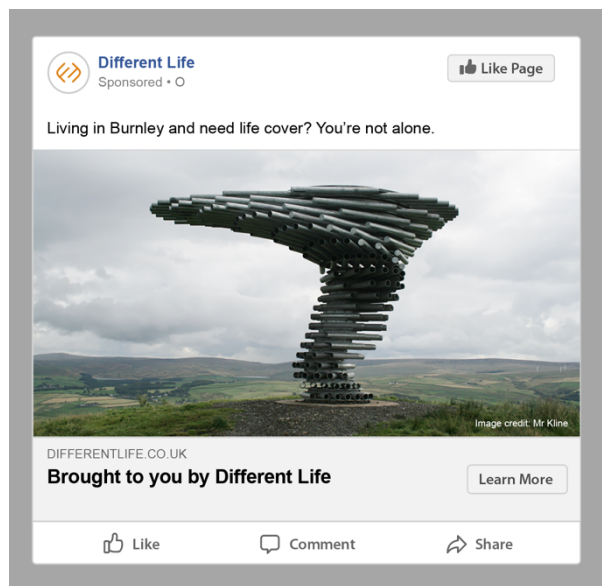
The campaign produced higher interest on social media, though not an appreciable uplift in business. Different Life concluded that for their business their marketing emphasis should be on need and attitudinal triggers, with location resonance a conditional extra.

A good example of this combination was a campaign that promoted one of the charities that Different Life enables its customers to support. Rosemere Cancer Foundation funds projects that benefit cancer patients in Lancashire Teaching Hospitals NHS Foundation Trust, Blackpool Fylde & Wyre NHS Foundation Trust, University Hospitals of Morecombe Bay NHS Trust and East Lancashire Hospitals NHS Trust.

Different Life was able to develop a Facebook carousel post that used the brand recognition of the charity in its local area, with the positive support that Different Life customers could provide it.
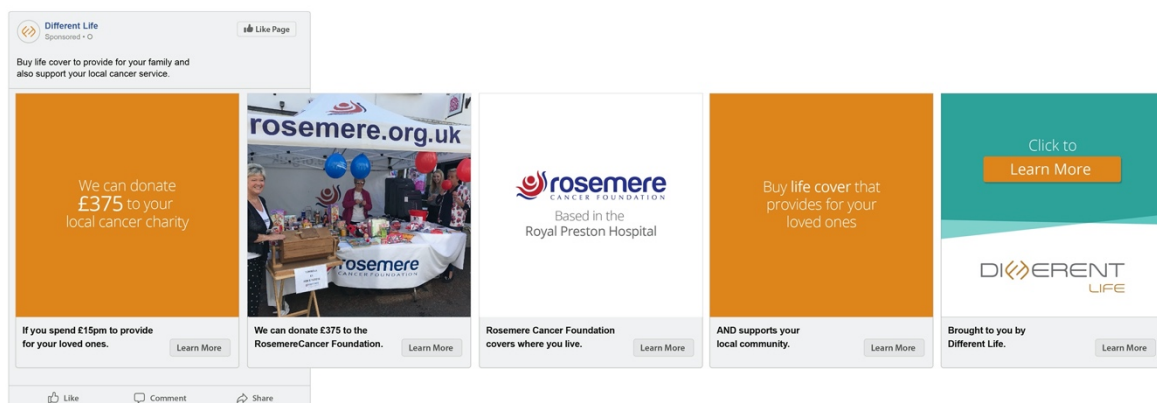
The targeting of the post on Facebook combined three elements:

- More Metrics free data to identify the postcodes in the NHS Trusts covered by Rosemere;

- More Metrics dataset "M70001: Propensity to give to charity" to identify postcodes where customers in Different Life's target age band are more likely to support charities; and

- Existing Different Life selection criteria used for Facebook posts.

Other campaigns had no location component in their marketing and focused on the need and attitudinal triggers. The propensity to give to charity data set was a key component of this.

Other datasets form More Metrics that support selection of both "who to advertise to" and "what messages to present" come from More Metrics GeoSociety data. Examples include:

- A004: Care for Wildlife
- F001: Concerned about anti-social crimes
- H006: Support Special Needs
- I001: Eco-Warriors
- J008: Support to Sick Children
- L002:   Support Human Rights
- M001: Support Better Benefits and Low Pay

Again, these are used as an overlay on Different Life's digital platform selections to target potential customers in its target market.

Benefits

Different Life was so pleased with More Metrics data that it has also started using it in business quality monitoring and in developing new product offerings.

Further information

Contact Dave.Edmonds@MoreMetrics.co.uk to find out more about More Metrics.