



Equifax counters attribution blindspots as third-party cookies go away

The Equifax logo, featuring the word 'EQUIFAX' in a bold, red, sans-serif font with a stylized 'E'.

Company Overview

Equifax is a global data, analytics, and technology company. As one of the three largest consumer credit reporting agencies, they collect and aggregate information on over 800 million individual consumers and more than 88 million businesses worldwide.

“Quantcast has been a valuable partner of Equifax in recent years, consistently delivering great results for our campaigns. With their unique data and modeling, they’ve earned the spot as the top performing partner for us.”



JOELLA DUNCAN
DIGITAL MARKETING EXECUTIVE, EQUIFAX

CHALLENGE

If you don't know what's driving your sales, how can you best invest your marketing dollars? Equifax tackled this issue, when they discovered that up to 40% of their sales were not attributable. Declining numbers of third-party cookies—and the associated loss of cross-site consumer data—meant it was nearly impossible to understand the customer journey for almost half of their sales. To future-proof the business, Equifax needed to take action and better identify sales channels.

SOLUTION

In response to the declining levels of attribution data, Equifax began a strategy of “knocking on doors.” Each month, they carved out a percentage of their budget to put against experimenting with new audiences to drive results.

RESULTS

In only two weeks time, Equifax's campaigns hit optimal efficiency. Return on ad spend (ROAS) continues to grow, and they have attracted more high lifetime-value customers. In a pandemic year that disrupted a wide range of industries, Equifax grew by double digits in 2020, which is remarkable growth for an established business.