



How American Home Shield increased CPA efficiency by 18% with Audigent, a part of Experian



# About American Home Shield

As a pioneer in the home warranty industry, American Home Shield (AHS) serves millions of customers across the U.S. and operates under the Frontdoor, Inc. umbrella.

Over the last year, the company partnered with Audigent, a part of Experian, to segment and target in-market home warranty audiences more effectively through audience curation. Audigent's innovative approach to curation forms the backbone of AHS's goal of driving acquisition across online media.



# The challenges—and costs—of acquiring online audiences

Over time, AHS's needs have evolved. Acquiring new customers online has become more complex and costly for many businesses across industries, thanks to evolving privacy regulations, browser changes, and consumers' fragmented media consumption. The nature of the audience segments AHS historically targeted has also changed. The business was beginning to feel uncertain about whether it was effectively reaching the right digital audiences with strong messages.

The AHS team needed better targeting to understand the nuances of online audiences and more efficient ways to segment and personalize campaigns across multiple channels.



## Solution: Achieving higher performance and scale through Audigent audience curation

AHS started utilizing the power of audience curation via Audigent to better identify, understand, and target online audiences in-market for home warranty products while driving down cost per action (CPA).

Audigent's pioneering approach to programmatic advertising utilizes supply-side trading through Curated Deals to deliver real-time performance and insights, enabling advertisers to act during campaigns, not after. Packaging data with inventory drives maximum addressability, performance, and efficiency for media buyers, allowing advertisers to activate different data types to reach targeted audiences at scale.

Using Audigent data, AHS identified the following audience segments:

- DIYers
- In-Market for Home Warranty/Protection
- New Homeowners
- Parents
- Real Estate Buyers and Sellers

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Audigent then programmatically activated this data through three different private marketplaces (PMPs) found in Curated Deals across standard display, online video, and audio:



1. **Contextual-based** reaches consumers based on the content they are viewing through this privacy friendly activation that remains consistent in data poor environments.



2. **Predictive Indexed** uses Audigent's unique methodology to connect the dots between consumer identity characteristics, the content they engage with, and local events and characteristics to better analyze and predict the likely interests, affinities, spending habits, life stages, and in-market segmentation of a site's visitors.



3. **Audience-based** uses Experian Partner Audiences or first-party data to enable precise, customizable audience activation across premium inventory and direct optimizations.

# Results

AHS's collaboration with Audigent shows how they utilized an innovative programmatic approach (curation) to enhance online targeting.

The use of Curated Deals as a solution delivered measurable improvements across marketing performance and operational efficiency, including an:

- 18% overall improvement in CPA efficiency
- 3.7x more cost-efficient streaming audio (powered by Audigent) than AHS's pre-partnership benchmarks
- 28% lower cost for AHS prospecting display vs. pre-partnership benchmarks

"Partnering with Audigent, a part of Experian, feels like working with a true extension of our own team. They are deeply engaged in campaign performance and collaborate closely with our media agency to optimize in real time. Through testing curation with Audigent, we have improved CPA efficiency while also gaining meaningful business efficiencies. We now have a clear understanding of which segments perform best and why, unlocking new value for our home warranty products."

Andrea Steele

*Director, Media & Marketing,  
American Home Shield*

# Results

While the cost efficiency for online video (OLV) went down compared to historical benchmarks, the channel enables AHS to activate Audigent data across premium publisher inventory, driving higher-quality consumer responses. OLV continues to be highly effective, as it balances performance objectives with premium brand exposure.

This success was driven by a close partnership between AHS and Audigent. Fallon, AHS's agency, played a critical role as well in partnering to shape and advance AHS's programmatic practice, collaborating closely on audience strategy, media activation, and real-time optimization to ensure Curated Deals were activated with accuracy and purpose across channels.

