

EMPOWERFi

Strategy-Infused Marketing for Financial Institutions

FARADAY HIGHLIGHTS SERIES

IntelliFi™

Powered by Faraday

HOW A BREAKOUT DIRECT-TO-CONSUMER BRAND USED FARADAY AI TO BEAT THE FACEBOOK ALGORITHM IN LESS THAN 4 MONTHS

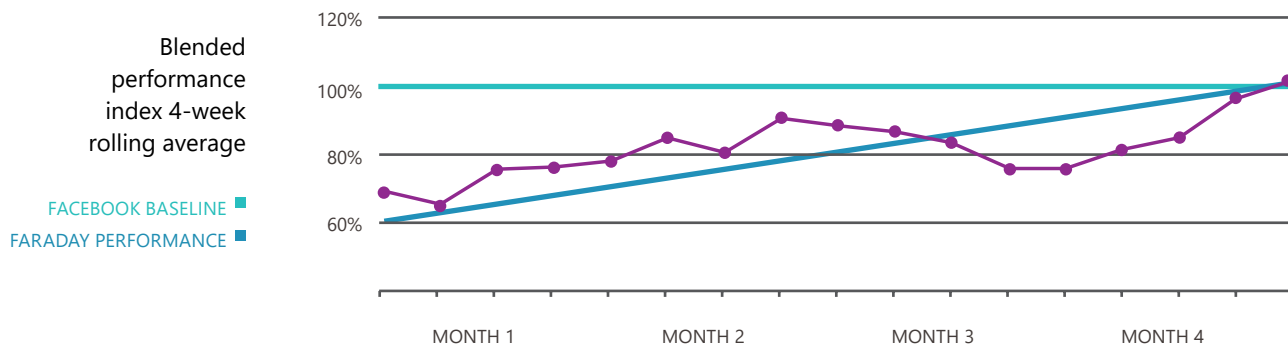
With artificial intelligence, machines can learn, and this is good news for your business. Over time, new patterns emerge that can dramatically improve your ad performance — and efficiently scale your revenue.

THE CHALLENGE

A quickly growing startup wanted to grow even faster and leveraged Faraday's AI to predict which U.S. consumers would be most likely to buy. After training an initial model and scoring hundreds of millions of candidates nationwide, Faraday pushed the likeliest converts to Facebook and began to monitor results versus baseline.

How AI learns

Faraday audience performance vs. Facebook lookalike baseline over first 4 months of campaign



THE RESULTS

After less than 4 months of continuously updating the underlying AI models in response to incoming results, Faraday began to break away from Facebook's internal lookalike algorithm. Now, Faraday-identified audiences consistently deliver low-cost, high-value new customers for a very happy brand.

FARADAY PROSPECTS

+17%
are reached
more efficiently

+10%
add to cart
more frequently

+7%
directly convert
more frequently

+14%
spend more
time on site