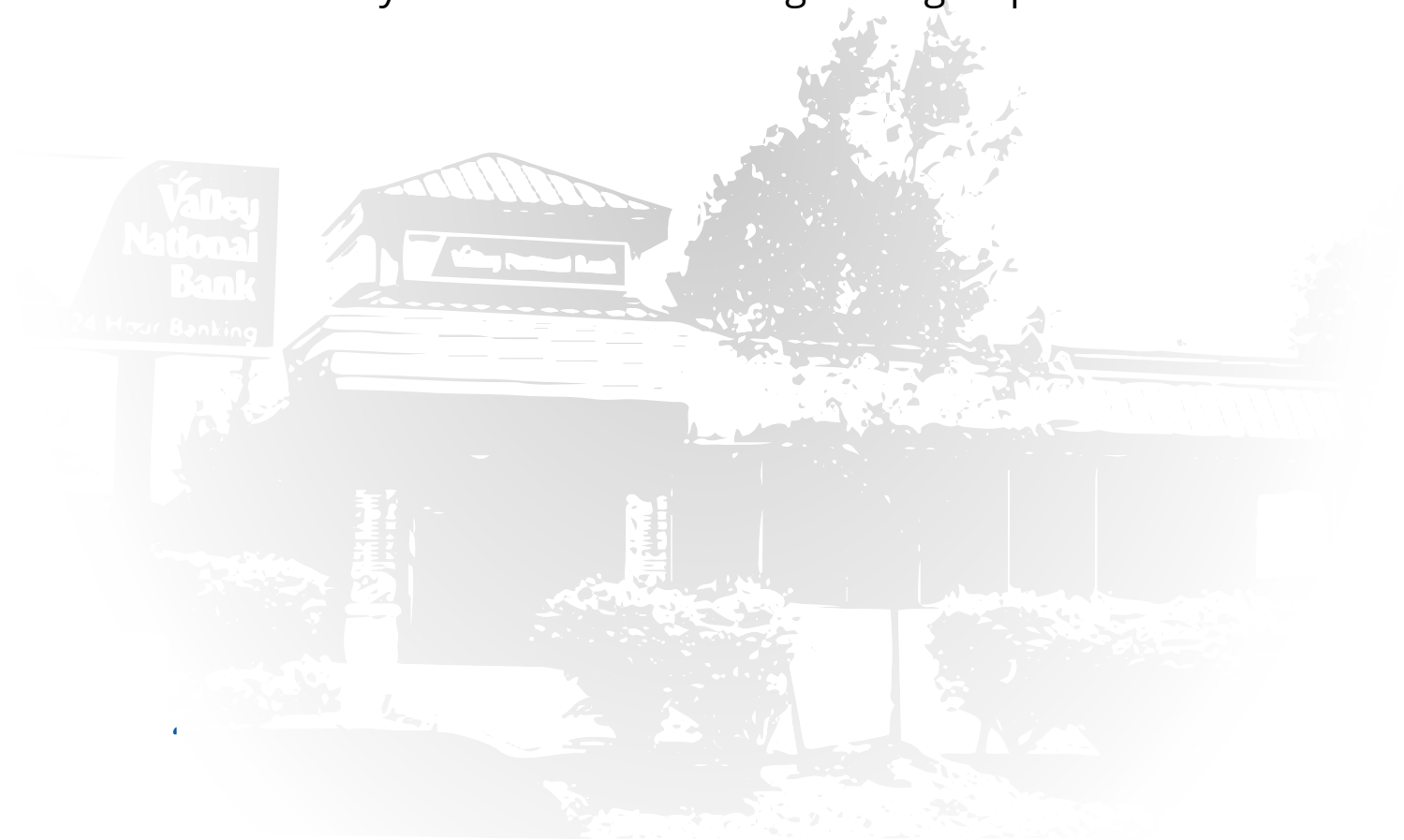




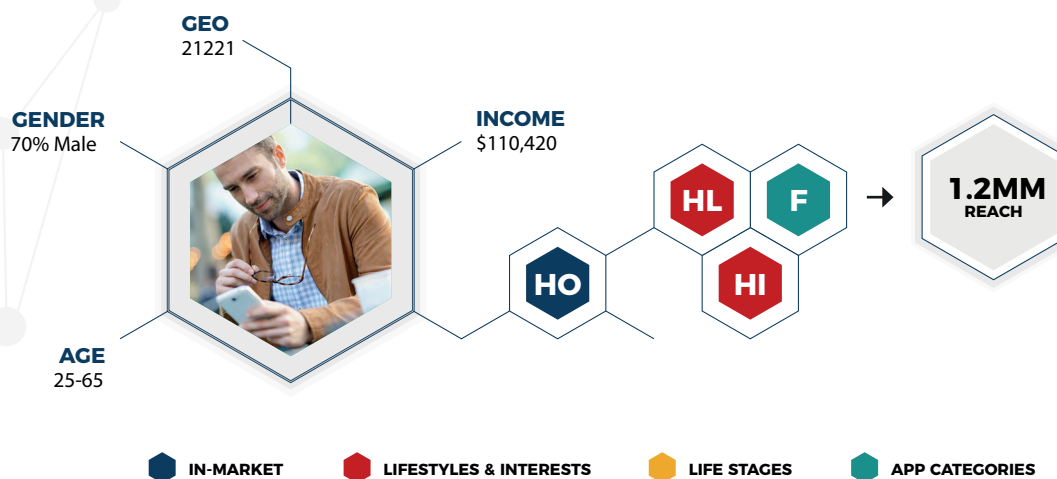
Case Study - Financial and Banking

Using Mobile Audiences to Increase Engagement
by 5 Times to Drive Program Sign Ups



CHALLENGE

A Regional Bank wanted to promote a specific mortgage loan and refinancing program. In order to increase brand awareness as well as program sign ups, the Client needs help reaching the right people and increase customer acquisition.



TOP INDEXING SEGMENTS

- Home Owners
- Home Loans
- Home Improvement
- Home/Finance Related Apps

TOP INDEXING APPS



TOP INDEXING SITES



SOLUTION

A mobile-rich database of over 400 million mobile devices was used to identify real, verified individuals who would be the best prospects for the program. Based on mobile app, online, and purchase behavior, as well as geographic and demographic information, the client identified a target audience of homeowners located in Essex and Hudson County of New Jersey with a household income of \$100K+.

Then, a campaign to the customized audience across multiple channels were deployed.

RESULTS

The hyper-targeted multi-channel campaign delivered a click-through rate of .30%. With the custom audience and full campaign rollout, the Client was able to effectively promote their loan program and drive sign ups.

“We’re extremely pleased with the results. Our .30% click-through rate was 5 times better than our most recent site specific campaign.”
VP of Partnerships