



**CASE STUDY**

# Generating Awareness and Engagement for a Credit Union

How Q1Media consistently exceeded monthly pacing and performance goals.

## Campaign Quick Facts

**9.1M**

Impressions  
Delivered

**94%**

Avg Video  
Completion Rate

**100%**

Completion Rate  
on Hulu

**31.5K**

Clicks



## About the Client

One of the country's largest credit unions, which serves almost one million members.

## The Campaign Goal

Increase awareness of the client's banking, loan, and credit card services and drive online engagement with promotional offers.



*Sample Creative*

## Strategy

Q1Media built a custom first-party audience of auto intenders interested in purchasing a new or used vehicle to promote the client's APR offers for auto loans. The audience was created by capturing devices recently seen at select automotive dealerships. Frequency and dwell time were examined to remove employee devices from the audience, and ads served across both standard and high-impact cross-platform display.

In addition, CTV ads were behaviorally targeted to reach consumers in the market for checking or savings accounts, auto or mortgage loans, and personal credit cards.

## Results + Success

The campaign ran consistently for twelve months and exceeded every impression goal and KPI.

CTV delivered in full and, on average, achieved a **completion rate of 94%**, which was against a goal of 90%. The auto-intender audience generated a **100% completion rate on Hulu**.

Display performance exceeded expectations with a 0.34% overall CTR. Q1Media's Account Operations team drove performance by optimizing to the days of the week - Monday, Tuesday, Wednesday - and times of day - mid-afternoon and late-evening - with historically stronger engagement. In addition, a clear call to action in the display creative contributed to the success of the campaign.