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ELEVATE YOUR PORTFOLIO

Decoding Financial Growth in 2026:

Turning Ad Spend Chaos into Strategic ROI

The Financial Marketing Reset

In 2025, financial services marketers are under pressure like never before. According to Nielsen's Annual Marketing Report*:

- 58% of financial marketers plan to reduce ad spend, surpassing the global average.
- Budget constraints are driving a shift to performance marketing and measurable ROI.
- CTV and digital media are gaining ground, while traditional spending patterns are being reevaluated.
- Creative and media strategies are under the microscope—with marketers expected to outmaneuver competition with less.

This "do more with less" mandate demands a smarter, data-driven approach to marketing spend—one rooted in precision, accountability, and performance.

The 2026 Challenge: Less Budget, More Expectation

Marketers in banking, credit cards, investment services, and credit unions are facing a triple threat:

- Shrinking budgets
- Fragmented consumer attention
- Saturation across digital and TV ecosystems

With every dollar scrutinized, the old playbook of broad campaigns and untraceable media spend is no longer sustainable. Finance CMOs need a growth engine that connects the dots between outreach and outcomes—and that's where Growth Verticals comes in.

Growth Financial G1 Platform: The Intelligent Growth Engine for Financial Marketers

Growth Financial helps financial services brands modernize and maximize their growth with a privacy-first, AI-powered engagement platform that delivers measurable results. Here's how:

Problem #1: Media Fragmentation & Waste

Nielsen Insight: 40% of financial ad dollars are going to digital, 36% to linear TV, and 13% to CTV—but spend is scattered and hard to track.

G1 Solution: Precision Targeting Across Channels

- Deterministic targeting using first-party, behavioral, and contextual signals
- Closed-loop attribution across CTV, digital, direct mail, and social
- Real-time channel optimization powered by AI, shifting budget to what works

Problem #2: Proving ROI in a Skeptical C-Suite

Nielsen Insight: 40% of financial ad dollars are going to digital, 36% to linear TV, and 13% to CTV—but spend Nielsen Insight: Financial marketers are expected to drive measurable outcomes, but most struggle to tie spend to revenue.

G1 Solution: Real-Time ROI Attribution

- TrustID™ and Success Criteria™ match ad exposure to product sign-ups and lifetime value
- ROI dashboards built for CEOs, CFOs, and growth leads
- Attribute leads to specific messages, channels, and offers—not just clicks

Problem #3: Competing Locally & Nationally

Nielsen Insight: Local market battles are being lost due to untracked national TV spend and missed Hispanic household penetration.

G1 Solution: Local Intelligence + National Execution

- Hyperlocal media planning guided by market saturation insights
- AI-powered lookalike audiences across Spanish-language and multicultural segments
- Unified view of local + national share of voice to outspend smarter, not bigger

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Problem #4: CTV Growth Without a Measurement Framework

Nielsen Insight: Credit card marketers are doubling down on CTV—but many fail to measure its true impact across platforms.

G1 Solution: CTV Intelligence + Impact

- Granular CTV analytics across major media outlets
- Real-time reallocation based on conversion and engagement signals
- Full integration with CRM to connect CTV impressions to outcomes

From Reactive to Predictive Growth

With Growth Financial, financial services leaders shift from reacting to market shifts to predicting and shaping them—at speed, and at scale.

Platform Capabilities Include:

- Growth Command Center with real-time analytics
- Programmatic media and messaging orchestration
- Integration with major CRMs and media platforms
- HIPAA - and SOC 2 grade data security infrastructure. (???)

Outcome-Driven Metrics That Matter

For every dollar spent, Growth Financial helps answer:

- What new business did we generate?
- What was the cost per conversion?
- What's the lifetime value of each new customer?
- Where should we spend more—or less—next quarter?

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Why Growth Financial Wins for Financial Marketers

Challenge	Growth Verticals Advantage
Budget Cuts	Spend optimization & vendor consolidation
ROI Pressure	End-to-end attribution & executive dashboards
Fragmented Media	Unified orchestration across CTV, digital, print
Competitive Noise	Data-driven audience intelligence & SOV analysis
Compliance Risks	Privacy-first architecture with secure identity resolution

Ready to Decode Your Growth Strategy?

Learn how Growth Financial can help your financial services brand:

- Stretch every dollar further
- Convert more leads across channels
- Gain real-time visibility into what's working
- Build confidence with your executive stakeholders

Ready to Lead the Growth Revolution?

We are Growth Revolutionaries—bringing deep expertise and bold innovation to our partners that helps modernize growth through precision targeting and personalized engagement.

Let's explore how Growth Verticals can partner with your organization to accelerate sustainable growth through smarter strategy and real-time insights.

- **Schedule a Personalized Demo** Discover how our G1 Platform equips our partners with the tools to drive strategy, conversions, increase retention, and deliver ROI across every channel.
- **Explore Bonus Content** Download "Additional Intelligence" and strategic growth materials on our website.

*Source:

Nielsen, Decoding Financial Services Ad Spend: 2025 Insights for Strategic Growth

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