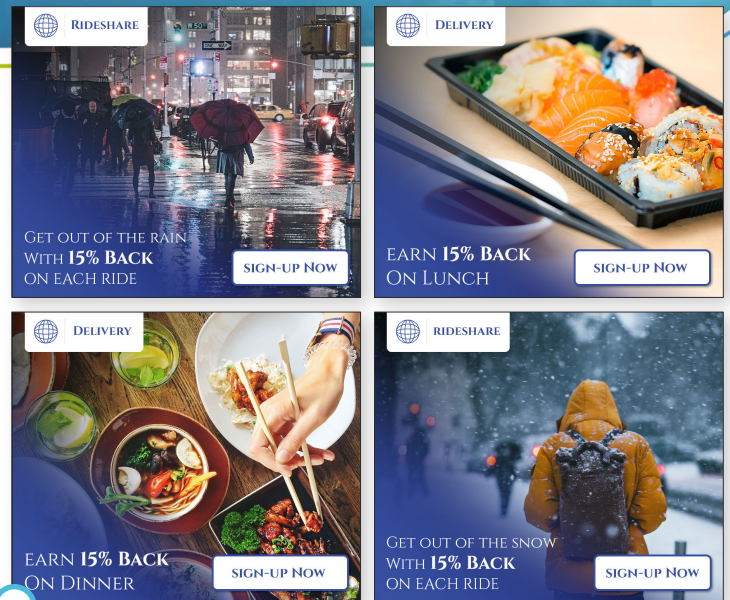


Leading Financial Services Advertiser Personalizes Mid-Campaign To Boost Click-Through By Over 4x

GOAL

A finance brand was looking for creative ways to drive awareness of the cashback deals available through their various partnerships. Running display, they directed audiences to a renewal page to learn more about their promotions and to sign up. When initially set up, the campaign focused on targeting users of different partner apps but served those audiences the same creative. To see if personalization would drive more conversions, a dynamic creative strategy was proposed.



DATA SIGNALS

App Usage, Time of Day, Weather

STRATEGY

Halfway through the campaign, the brand and agency decided to leverage Innovid's DCO [dynamic creative optimization] technology to develop unique creative messages for each target audience. Leveraging third party data, they segmented their audience into four different categories for high/medium usage of the different apps. From there, Innovid's DCO technology was used to personalize the creative within these segments based on time-of-day and weather data signals. This ensured their messaging aligned with the viewers' real-time environment and circumstances.



RESULTS

The campaign generated compelling results, driving business objectives across numerous KPI categories:

2.4x

Better Click-Through Rate
Than Benchmark* After
Personalization

4.3x

Increase In Campaign's
Click-Throughs After
Personalization

-79%

Decrease in Cost Per Click
After Personalization

*Innovid 2021 Global Benchmarks, Display CTR

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Campaigns like this directly prove the power of personalization for global financial services providers. In this instance we're comparing a before and after picture of how the same campaign would perform with or without DCO. What we discovered was the campaign not only **exceeded performance goals, but also did so at a lower overall cost.** Giving us an excellent use case of just how versatile the benefits of DCO truly are.

Stephanie Geno, CMO | Innovid

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RECOMMENDATIONS

- ✓ Supercharge ad performance by using 1st and 3rd party data to customize creative based on audience-specific attributes.
- ✓ Save time and money by automating the production process through DCO technology.
- ✓ Quantity does not always equal quality. Don't get lost in the amount of versions DCO technology can accomplish. Try a few versions at first and refine based on what makes sense for your audience.