



180% Lower Customer Acquisition Cost

The Unmatched Power of Retail Insights to Improve Performance Media Campaigns.

Case Study

Alege George

Romania's top bank, BCR, part of Erste Group, promotes George as its digital banking platform.

Challenge

BCR aimed to increase the number of unique users completing the onboarding process for their digital banking service, George. To achieve this, BCR decided to incorporate retail media for the first time, leveraging the power of Footprints AI's retail media network alongside traditional digital channels. The focus was on expanding reach, smarter audience targeting, and improving their Customer Acquisition Costs.

Strategy

Execution

The retail media campaign was omnichannel — executed in-store, on-site, and off-site. Campaigns targeted specific retail media predictive audiences, with a high likelihood of download and conversion rates. These predictions were generated by AI and used shopping and purchase habits to uncover specific insights, including household disposable income and life stage.

Retail Network

In partnership with Profi, Romania's largest retail network with extensive national coverage, BCR promoted George to targeted predictive retail media audiences. The campaign reached in-store shoppers in major cities and smaller towns and extended its digital presence through various online channels, utilizing both off-site and on-site retail media channels of Profi to effectively communicate its message and drive downloads of the banking app, resulting in new, fully onboarded customers.

Target Audience

The target audience for this retail media campaign consisted of young couples, Full Nest I, II, and III, and DINKs (Dual Income, No Kids) in medium and small urban areas. These individuals have medium to high household disposable income and were identified based on their shopping and purchase habits in physical retail and their online behavior. The campaign targeted specific audiences with high likelihood of adopting a new financial product in the next 30-60 days.

Strategy At A Glance

Retail Network



Retail Channels

- In-Store: Digital Screens, Radio
- On-Site: Website, Mobile App
- Off-Site: Social Media Posts

Media Investment

- Duration: 6 weeks
- Budget: €34,000



Our targeted approach in partnering with Footprints AI Retail Media Network and to tap into the exclusive audiences of Profi allowed us to connect with dynamic and financially active customers, driving a new window of growth and innovation for BCR.

Ionut Stanimir
CMO @ BCR

Fă-ți cont George, din Profi app și câștigă 100 lei

Inovație
BCR

profi
zile mici prețuri mici



Solution

Powered by Footprints AI, Profi Retail Media Network is Romania's most advanced ad network that ensures brands to engage with the right audience based on both shopping and purchase behaviors, maximizing customer intelligence and media investment impact.

The solution involves:

- Omnichannel retail behavior analysis.
- Profiling to generate socio-demographics, and household-level econometrics.
- Predict next 30-day behaviors.
- Use geolocation for precise insights and community-level targeting.
- Generate hyper-personalized cash-back offers for new enrolled customers.

Retail media campaigns allow precise targeting throughout the purchase path, offering competitive media costs, real-time campaign measurement, and direct sales outcome monitoring, opening new channels for non-CPG brands.

Results

Customer Acquisition

The campaign significantly boosted mobile banking app's onboarding funnel, resulting in more than 2,500 new customers being generated directly by the retail media campaign.

New Performance Media

Based on the pilot retail media campaign, BCR identified a highly efficient and scalable performance media channel. This discovery is crucial in a landscape where the surge pricing of Social Media, Search Media, and Programmatic channels limits financial services to incremental optimization in ROI calculations.



Cost per Click

€0.77

4.5 times lower



Cost per Lead

€2.84

4.2 times lower



Customer Acq. Cost

€67.05

2.6 times lower