

DISPLAY AD CAMPAIGN REACHES & CONVERTS HISPANIC PROSPECTS FOR NEW FINANCIAL SERVICES

CASE STUDY

> CPA & foot traffic

0 CLIENT OBJECTIVES

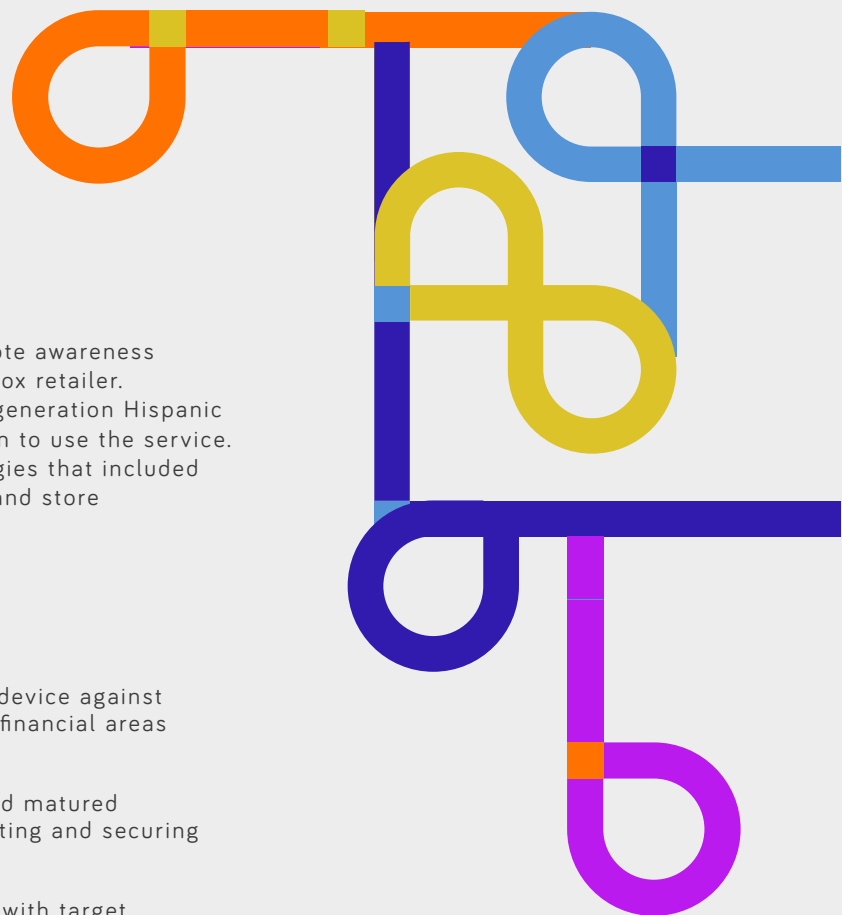
A major financial institution was seeking to promote awareness of a new online service in collaboration with big box retailer. The challenge involved leading First and Second generation Hispanic users to brick & mortar locations and getting them to use the service. Pulpo opted for a combination of targeting strategies that included performance-based optimization, low CPA costs, and store traffic measurement.

0 CAMPAIGN DEVELOPMENT

Pulpo created a Display campaign that ran cross-device against content that favored positive sentiments towards financial areas of interest.

Pulpo's 1TB of behavioral data has been grown and matured for years to use our expertise as a means of boosting and securing ad exposure.

- Cultural segmentation: to authentically engage with target Spanish-dominant Hispanics, Pulpo used Spanish language creative ad units that were culturally relevant and that acknowledged target audience's bi-cultural, bilingual needs.
- Behavioral targeting: Pulpo analyzed audience's preferences, interests, and online behavior to deliver advertiser's message within potential convertor's favorite content sources.
- Look-a like modeling: look-alike models were applied against known user target sets to significantly expand and scale audience reach.
- Foot traffic: Pulpo teamed up with a strategic attributing partner to track in-store sales traffic attributed to campaign program.



RESULTS

- Pulpo accomplished client's objective by achieving an efficient CPA that was 10.6% lower than the original goal.
- The campaign showed overall higher engagement rates on Mondays, Wednesdays and Thursdays, during working hours (10-12am).
- Foot traffic to store metrics reflected campaign success, accounting for 3.2M store visits at a \$0.05 CPSV (Cost Per Store Visit). Pulpo identified insightful foot traffic patterns, learning that most users visited the store two days after being exposed to the ad.

KEY TAKEAWAYS

- 1** Think bi-cultural, bilingual when targeting Hispanics. Produce creative units in both English and Spanish to reach the highest level of engagement.
- 2** Hispanic users over index at using online Finance services during working hours. Increase campaign delivery at peak hours to boost ad exposure and engagement rates.
- 3** Since campaign objectives included driving foot traffic, Pulpo's strategic partnerships were devised to determine the most efficient ratio driving foot traffic to brick & mortar locations. Measure campaign efficiency and cost per store visit by getting to know how many users visited specific locations after being exposed to the ad.