

ADVANCED CONTEXTUAL



FINANCE CASE STUDIES

- Banking & Small Business Loans
- Credit Card Awareness
- Credit Card Engagement
- College Savings Program
- Hispanic Banking
- Investment Management Firm
- Tax Season Preparation Software

BANKING & SMALL BUSINESS LOANS CASE STUDY

REACHING SPECIFIC AUDIENCES THROUGH CONTENT TO PROMOTE SMALL BUSINESS LOANS



OBJECTIVE

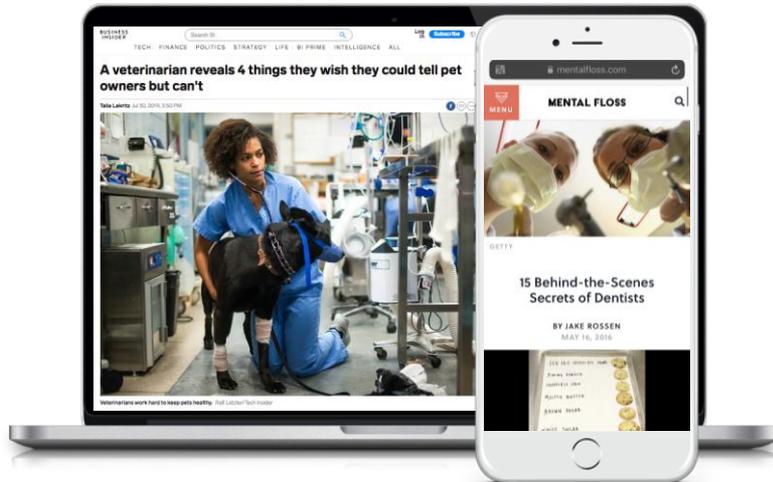
A major bank wanted to generate awareness of their small business loans to two specific audiences: dentists and veterinarians.

STRATEGY

- 1) Created custom Content Targets™ around dentistry and veterinarians.
- 2) Campaign ran across desktop and mobile, and we optimized towards mobile placements as they performed best throughout the campaign.
- 3) Provided the client with valuable insights from our Audience Intelligence Report. Advanced Contextual found that people consuming dentist content are 249x more likely than readers in general to also be reading about personal care, and people reading content around veterinarians are 746x more likely than readers in general to also be consuming content about startups & entrepreneurship. This intel enables the customer to better understand and reach their target audiences.

RESULTS

Advanced Contextual delivered a successful campaign averaging a 0.10% CTR. We exceeded the client's CTR benchmark of 0.08% by 25% and drove users to complete success metrics including: completed forms, phone calls, and site visits. Due to an effective optimization strategy, the CTR consistently improved and increased up to 0.16% towards the end of the flight. Advanced Contextual's ability to discover dentists and veterinarians through their content consumption allowed the bank to increase awareness of their small business loans.



.08%
CLIENT'S
CTR
GOAL

.10%
ADVANCED
CONTEXTUAL
CTR
DELIVERED

25%
EXCEEDED
CTR
BENCHMARK

CREDIT CARD AWARENESS CASE STUDY

FINDING QUALIFIED AUDIENCES TO INCREASE CREDIT CARD BRAND AWARENESS



OBJECTIVE

Global financial services company wanted to drive product awareness for its cash back credit card.

STRATEGY

1. Our team created custom Content Targets™ around the credit card & its competitors, as well as audience relevant lifestyle categories.
2. Advanced Contextual used content consumption data to identify qualified users & targeted them when they were in the right mindset to engage with the credit card's message.
3. We optimized towards Content Targets™ & ad sizes that performed best across open web desktop & mobile placements to achieve the brand's KPIs, which included: brand study performance, viewability, CPPV (cost per page view), & CPA (applications).

RESULTS

Delivered strong results across all performance metrics:

- Top performer in all brand lift categories measured by Research Now brand study.
- Exceeded viewability benchmark across desktop & mobile by 10% on average.
- Achieved CPPV (cost per page view) benchmarks, with the top performing Content Targets™ of *Auto Intenders* and *DIY* delivering 37% below goal on average.
- 2nd best performing partner for CPA (applications) out of 50+ partners.

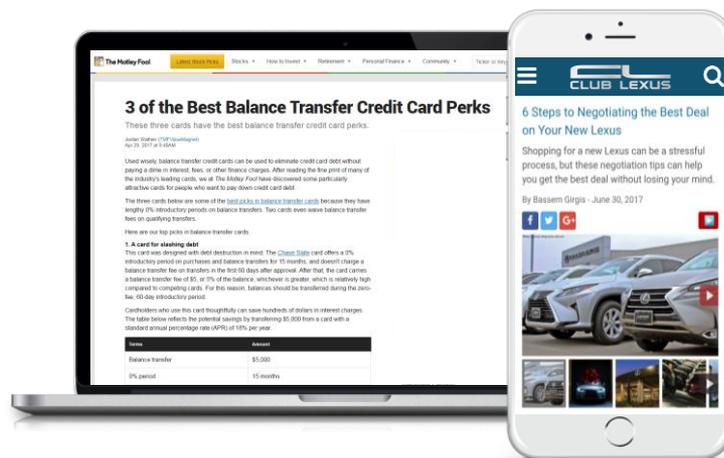
Advanced Contextual's ability to discover qualified audiences through content consumption allowed the credit card provider to increase awareness & the client continues to partner with our proprietary solution.

TOP PERFORMER
IN ALL CATEGORIES
MEASURED BY BRAND
STUDY

10%
EXCEEDED
VIEWABILITY
BENCHMARK ON
DESKTOP & MOBILE

37%
BELOW CPPV (COST
PER PAGE VIEW) ON
TOP PERFORMING
PLACEMENTS

2nd BEST PARTNER
FOR CPA
(APPLICATIONS) OUT
OF 50+ PARTNERS



The Motley Fool

3 of the Best Balance Transfer Credit Card Perks

These three cards have the best balance transfer credit card perks.

John J. Miller | 100+ reads | Updated Apr 30, 2017 at 3:58 AM

Used wisely, balance transfer credit cards can be used to eliminate credit card debt without paying a dime in interest, fees, or other finance charges. After reading the fine print or terms of the industry's leading cards, we at The Motley Fool have discovered some particularly attractive cards for people who want to pay down credit card debt.

The three cards below are some of the **best cards in balance transfer cards** because they have lengthy 0% introductory periods on balance transfers. Two cards even waive balance transfer fees on qualifying transfers.

Here are our top picks in balance transfer cards:

1. A card for slashing debt

This card was designed with debt destruction in mind. The Chase 0% card offers a 0% introductory period on purchases and balance transfers for 15 months, and doesn't charge a balance transfer fee on transfers in the first 60 days after approval. After that, the card carries a balance transfer fee of 0% to 3% of the balance, whichever is greater, which is relatively high compared to competing cards. For this reason, balances should be transferred during the zero-fee 60-day introductory period.

Cardholders who use this card thoughtfully can save hundreds of dollars in interest charges. The table below reflects the potential savings by transferring \$5,000 from a card with a standard annual percentage rate (APR) of 18% per year.

APR	Annual
Balance transfer	\$5,500
0% period	15 months

CLUB LEXUS

6 Steps to Negotiating the Best Deal on Your New Lexus

Shopping for a new Lexus can be a stressful process, but these negotiation tips can help you get the best deal without losing your mind.

By Bassem Girgis - June 30, 2017

Facebook Twitter Google+ YouTube

CREDIT CARD ENGAGEMENT CASE STUDY BEATING PROVEN PARTNERS THROUGH RELEVANT CONTENT



OBJECTIVE

Global financial services company wanted to engage credit card intenders and drive prospects to their landing page.

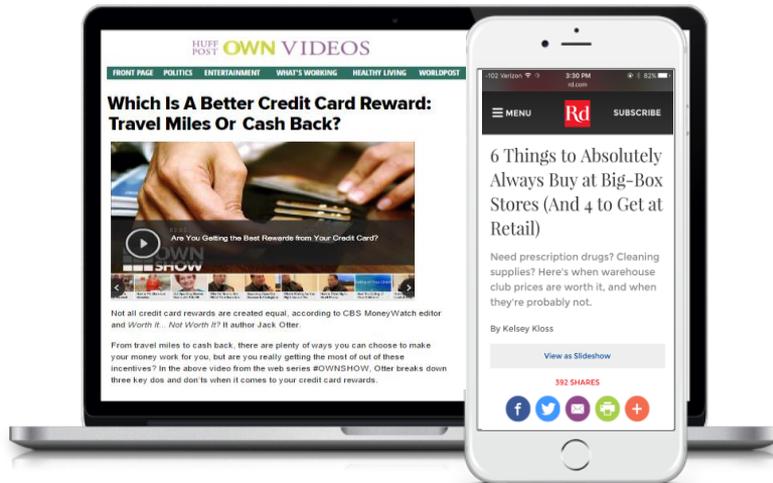
STRATEGY

Using ideal pages as our content seed, our proprietary platform discovered similar pages, sites, and pre-roll videos to reach people searching for a new credit card.

We created custom Content Targets™ around cash back credit cards, big box retailers, and personal finance; connecting the brand's message with consumers in the right environments.

RESULTS

Delivered strong performance, exceeding the client's KPIs of CPE and VCR. Our video completion rate was 83% and our overall cost per engagement was 20% below the client's benchmark. Big box retailer content with mobile display placements performed best, beating the client's proven partners with \$5.17 CPE.



83%
DELIVERED
VIDEO COMPLETION
RATE

\$6.50
CLIENT BENCHMARK
COST PER MOBILE
ENGAGEMENT

\$5.17
ADVANCED
CONTEXTUAL
DELIVERED
COST PER MOBILE
ENGAGEMENT

20%
EXCEEDED
CLIENT'S PROVEN
PARTNERS ON MOBILE

COLLEGE SAVINGS PROGRAM CASE STUDY DRIVING CPA PERFORMANCE THROUGH IDEAL PAGES & SITES



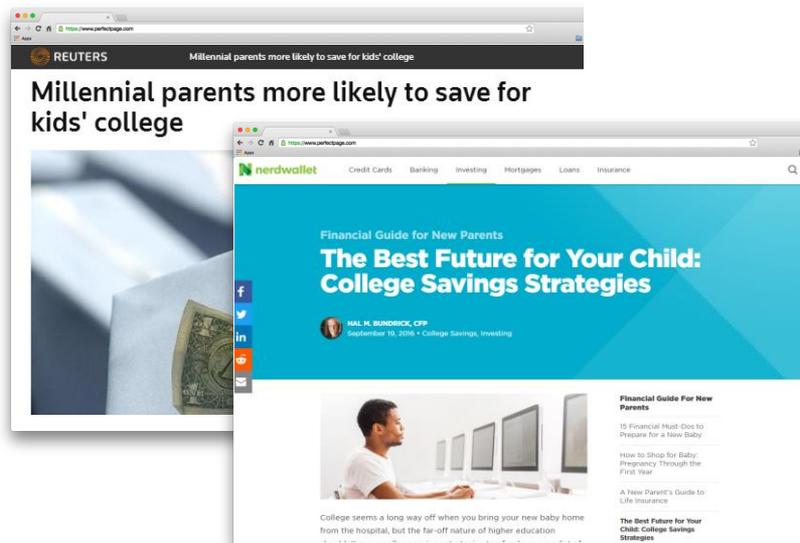
OBJECTIVE

State-sponsored college savings program wanted to generate efficient account sign-ups by targeting consumers in the mindset to be receptive to their message.

STRATEGY

We created custom Content Targets™ around: (1) "College Savings Plans" (2) "Pre-School Prep & Graduation" and (3) "Kids' Birthday Parties" to achieve CPA goals. We discovered ideal pages & sites within our Content Targets™, then identified trending topics driving sign-ups.

We optimized towards the top performing content, ad sizes, & pages relating to "College Savings Plans" which preformed best against the CPA goal. We added a Content Target™ around "Millennial Parenting" based on trending topics found during the campaign. Using our pixel data, we also identified ideal audiences & other content areas of interest, including "Tech Startup News," "Apartments," "Business," and "Credit Cards."



RESULTS

Using our optimization techniques & real-time consumption data, we achieved the \$50 CPA goal. We found new target consumers & exceed client expectations with data from their 60-day look-back window, resulting in campaign renewals.

**DISCOVERED NEW AUDIENCES
TO DRIVE PERFORMANCE**

**ACHIEVED CPA GOAL
CLIENT BENCHMARK = \$50**

HISPANIC BANKING CASE STUDY USING SPANISH-LANGUAGE VIDEOS TO REACH HISPANIC ADULTS ACROSS CTV & IN-STREAM VIDEO



OBJECTIVE

A major bank wanted to increase awareness of its mobile banking app among Hispanic adults using Spanish-language CTV and in-stream video ads.

STRATEGY

- 1) Set up in-stream video targeting to Spanish-language browsers only.
- 2) Applied Hispanic audience targeting to CTV inventory, with a set number of impressions targeted to SlingTV specifically.
- 3) Optimized towards the client's KPIs of viewability, video completion rate, click through rate, and delivery on CTV.

RESULTS

Delivered strong results across all performance metrics:

- Client required 1/3 of the campaign be delivered on CTV inventory, and we surpassed this goal by 24.3%.
- Exceeded the client's SlingTV impression delivery goal by 32%.
- Achieved 80% viewability, outperforming the 70% viewability benchmark by 14.3%.
- Delivered a 0.58% CTR, beating the client's 0.50% CTR goal by 16%.
- Fulfilled the client's 90% VCR goal.

Advanced Contextual's ability to serve Spanish-language videos to Hispanic adults has allowed the bank to increase awareness of its mobile banking app to their desired target audience.

24.3%

SURPASSED
CTV INVENTORY
DELIVERY GOAL

32.0%

EXCEEDED
SLING TV
DELIVERY GOAL

14.3%

OUTPERFORMED
VIEWABILITY
BENCHMARK

16.0%

EXCEEDED
CTR
BENCHMARK

INVESTMENT MANAGEMENT FIRM CASE STUDY

CONNECTING FINANCIAL ADVISORS WITH ETF PRODUCTS THROUGH RELEVANT CONTENT



OBJECTIVE

A major investment management firm wanted to promote their ETF offerings to financial advisors.

STRATEGY

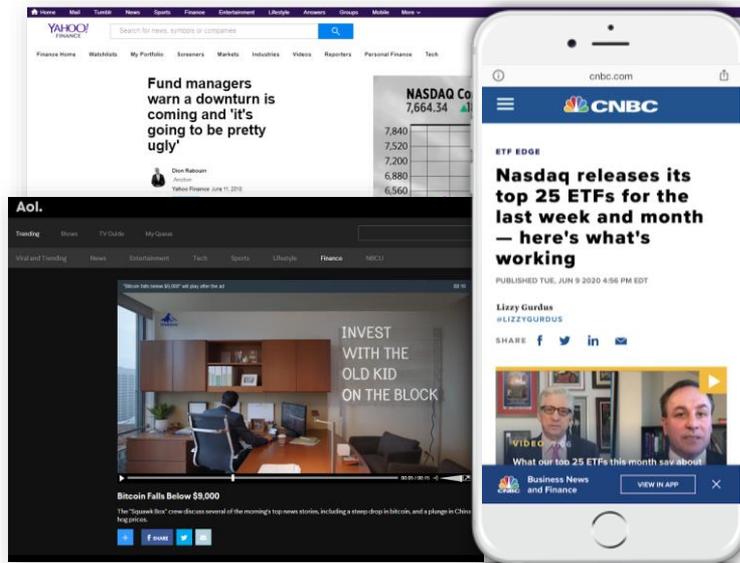
- 1) Created Content Targets™ around exchange traded funds and the client's offerings vs. their competitors.
- 2) Optimized towards the client's primary KPIs of CTR, viewability, and VCR for video placements.
- 3) Discovered that content around the client's offerings vs. their competitors performed best throughout the campaign.
- 4) By monitoring content consumption in real-time, we were able to optimize towards important content spikes that trended throughout the campaign, which corresponded with increased performance.

RESULTS

Advanced Contextual produced strong results across all performance metrics:

- Achieved an average CTR of 0.12%, exceeding the client's CTR benchmark of 0.08% by 50%.
- Delivered an average VCR of 77%, surpassing the client's VCR goal of 70% by 10%.
- Our average viewability was 80%, which exceeded the client's viewability KPI of 75% by 7%.

Using our platform's real-time consumption data and our team's optimization techniques, we successfully promoted the ETF products and ran multiple campaigns for this satisfied investment management firm.



50%
EXCEEDED
CTR
BENCHMARK

10%
EXCEEDED
VCR
BENCHMARK

7%
EXCEEDED
VIEWABILITY
BENCHMARK

TAX SEASON PREPARATION SOFTWARE CASE STUDY LEVERAGING CONTENT CONSUMPTION TO DRIVE COST-EFFICIENT CONVERSIONS THROUGH VIDEO



OBJECTIVE

Major tax preparation company wanted to drive efficient eFiles and engagement during tax season.

STRATEGY

We explored content environments frequented by people in the tax mindset to reach ideal audiences with highly relevant pre-roll inventory.

Our custom Content Targets™ included content around: the client's brand, competing tax filing services, tax preparation information, plus non-endemic environments such as rewards credit cards and relevant tech/business news for young professionals. We tested and optimized toward the content that resonated best, engaging ideal consumers with the brand's message.

RESULTS

The "Young Professionals" target had the highest video completion rate of all topics, surpassing endemic tax prep content. This, combined with our unique lens for defining audiences, resulted in beating the client's well-honed CPA benchmark by 34% and winning incremental budget during the flight.



\$350
CPA CLIENT
BENCHMARK

\$260
CPA
DELIVERED

34%
EXCEEDED CLIENT
BENCHMARK