Case Study Financial

Addressable TV Gets the Credit

RESULTS

GOAL

Drive credit card account registrations

TARGET

Audience segments: Current Qualified Customers, HH Users of a Competitor card, HH Users of Specialty Cards branded by upscale retailers, Owners of 3-4 Active cards, Complacent users of credit cards

SOLUTION

Addressable TV: Two different creatives were shown to target households, according to audience segments chosen by the client

Incremental Lift EXPOSED & .101% UNEXPOSED & .057%

- Current Qualified Customers experienced a 238% lift on Approved Accounts
- · Users of a Competitor card had a 95% lift on Approved Accounts
- · Users of a Specialty Upscale Retailer card achieved a 104% lift in Approved Accounts
- Drove conversion of 1,500 accounts



TOTAL IMPRESSIONS

Source: NY DMA. Audience targets provided by LiveRamp, Experian, and Epsilon. Accounts data provided by client. Analysis provided by Acxiom. Targeting and measurement based on Altice HH with ad exposure matched to client data.

