

Addressable TV Gets the Credit

GOAL

Drive credit card account registrations

TARGET

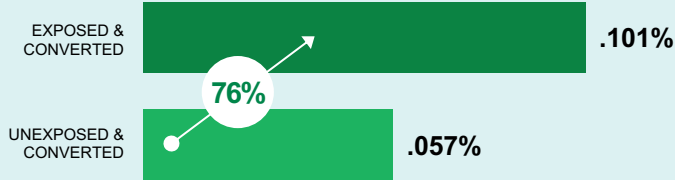
Audience segments: Current Qualified Customers, HH Users of a Competitor card, HH Users of Specialty Cards branded by upscale retailers, Owners of 3-4 Active cards, Complacent users of credit cards

SOLUTION

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

RESULTS

Incremental Lift



- 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



TARGETED HOUSEHOLDS

1.7M



TOTAL IMPRESSIONS

163M

