

MAJOR US BANK TARGETS SMALL BUSINESS OWNERS, WINS 72% LIFT IN BRAND FAVORABILITY

A major US Bank Brand partnered with Bidtellect to promote custom content for their new credit card geared towards small business owners and achieved .29% CTR and 72% lift in brand favorability

OBJECTIVE

The brand's objective was simple: reach small business owners, drive content engagement, and measure branding and awareness metrics (using Kantar Millward Brown) to determine success.

SOLUTIONS & TACTICS

Bidtellect leveraged Native creative formats to distribute custom small business content. The team used the platform to target small business audiences using first-party, third-party, and contextual data. Using Bidtellect's proprietary engagement score technology*, we optimized digital media investment towards content engagement, time on site, number of pages viewed per visit, bounce rate, and CTR - offering a more well-rounded and accurate measurement of engagement.

- Creatives: In-Feed Native Display Units Across all Digital Devices
- Contextual Targeting: Small Business Content
- 1P & 3P Data: Small Business Audiences

*For more on Bidtellect's Engagement Score™, [click here](#).

RESULTS

Bidtellect successfully surpassed engagement and cost goals and saw a considerable lift in positive brand perceptions according to Kantar Millward Brown metrics.

33,084,453

Total Impressions Served

.29%

Overall CTR

88 Seconds

Average Time on Site

\$2.87

Cost Per Qualified Engagement (Surpassing \$4 Goal)

\$150K

Total Spend (Q3 2019)

Kantar Millward Brown Metrics:

72% Lift

Brand Favorability

156% Lift

Consideration & Intent for the Bank

73% Lift

Consideration & Intent for the Bank's card