



Real-Time Advertising for Financial Marketers

Gaining and retaining customers
with programmatic advertising

Executive summary

According to eMarketer, the financial sector spent \$3.02 billion on digital display advertisements in 2015.¹ This figure is part of a massive shift in the industry — over 40% of financial companies in the U.S. say they will move 20-40% of their offline budgets to digital in the next two years.² The advent of programmatic advertising (the automation of the buying and selling of digital media) has created massive opportunities for increased efficiency and relevancy at every stage of the finance customer's journey.

This report seeks to help financial service marketers better understand how programmatic advertising can be used to discover new prospects, build revenue and gain a competitive edge.

¹ "US Digital Ad Spending, by Industry and Format." eMarketer. May 2015.

² Independent survey commissioned by Quantcast of 150 senior marketers in large financial services organizations (over 500 employees) from the U.S.

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ADVERTISE

FINANCIAL ADVERTISING TRENDS



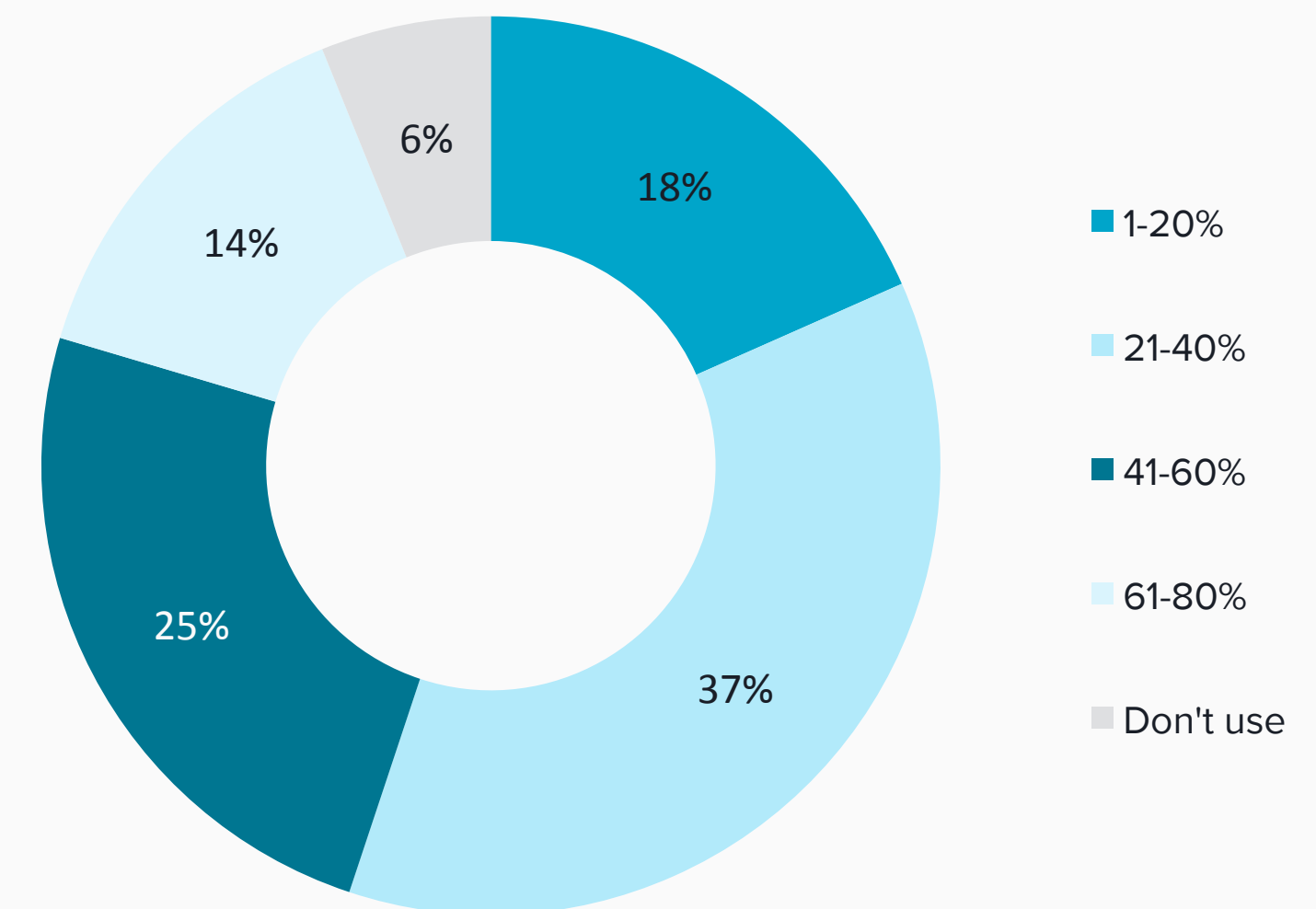
Increasingly, digital display is being purchased programmatically; 59% of U.S. digital display advertising is spent on programmatic.³

³ "Programmatic Direct Takes Majority of Programmatic Ad Dollars." eMarketer. September 2015.

FINANCIAL ADVERTISING TRENDS

As advertising moves toward digital, financial institutions have reworked the ways they have traditionally advertised online. According to our independently commissioned survey, the majority of large financial organizations (over 500 employees) spend 20 to 40% of their digital display budgets programmatically.

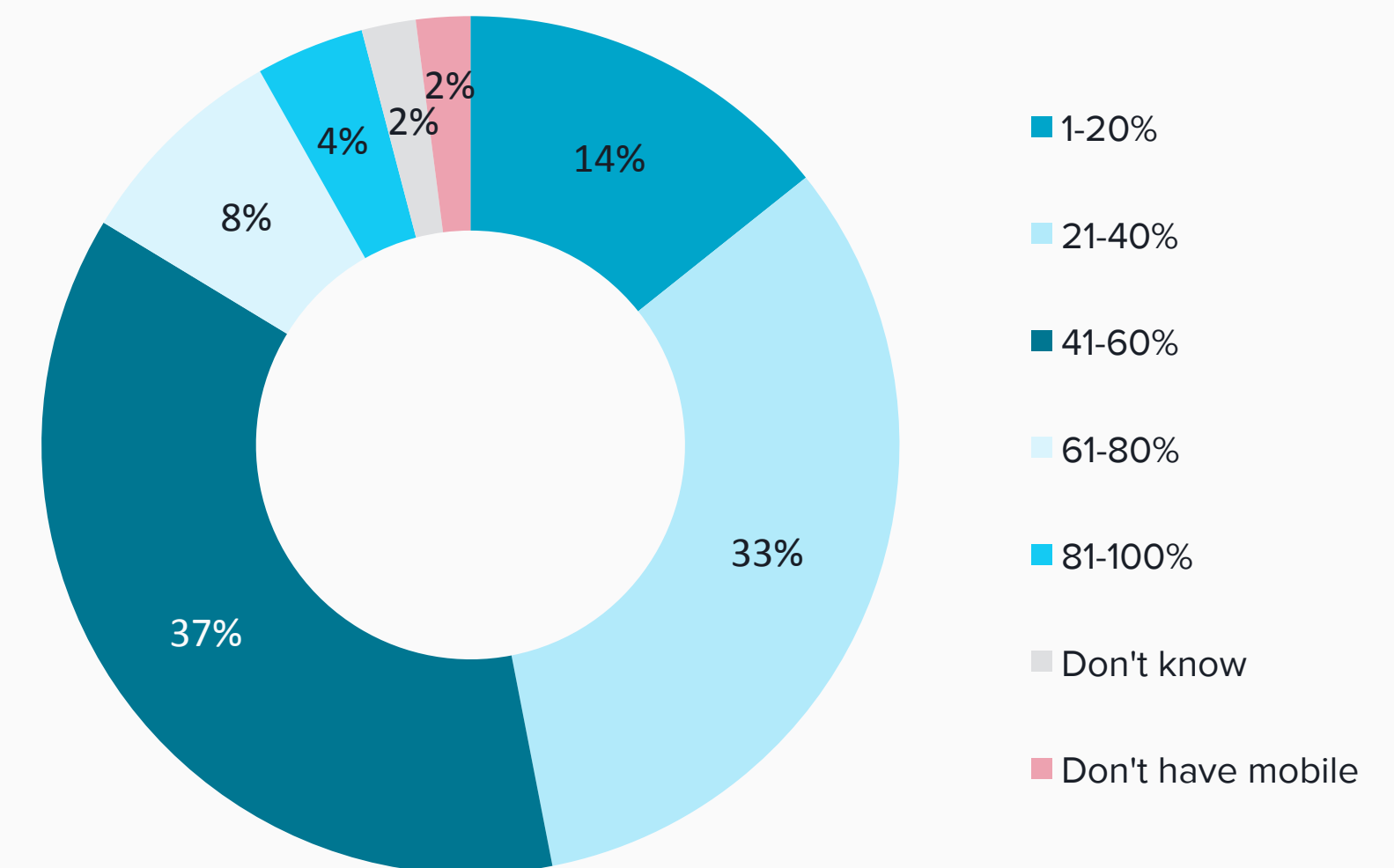
Percentage of digital display budget spend on programmatic



FINANCIAL ADVERTISING TRENDS

Not only are finance marketers moving more of their budgets toward programmatic, they are also using programmatic to expand into new channels. We found that about half of large financial organizations had over 41% of their overall web traffic on mobile. This means that there is a massive opportunity to reach financial customers where they are spending the majority of their browsing time.

Percentage of overall web traffic from mobile



ADVERTISE

MAXIMIZING
THE CUSTOMER
EXPERIENCE



According to a recent Econsultancy report, customer experience was seen as the biggest priority for finance marketers in 2015, closely followed by personalization and mobile.⁴

⁴ "Digital transformation in financial services: challenges and opportunities." Econsultancy, June 2015.

MAXIMIZING THE CUSTOMER EXPERIENCE

Understanding your customer

Programmatic advertising, like all forms of advertising, should always start with the customer. We analyzed global Quantcast campaigns in the financial services industry to get a deeper understanding of who the online loan applicant is.

Credit card and loan applicants are:

- Likely to be professional males who live in big cities
- **2x more likely** to have a graduate degree
- **2x more likely** to be in the top income bracket
- Often researching international travel destinations and fine dining
- Also making numerous purchases on retail sites, booking travel and searching for homes






ADVERTISE

MAXIMIZING THE CUSTOMER EXPERIENCE

Understanding your customer means knowing what his or her interests are and the nuances that make them unique.

Take a financial services brand that has three different credit cards. On the surface, all three credit cards are similar products that should have similar audiences. However, in reality these products, and their audiences, are very different. By being aware of the characteristics that make each of these audiences special, marketers can create much more relevant and targeted advertisements.

| | 1 | 2 | 3 |
|--------------|---------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|
| CREDIT CARD | Travel Platinum | A+ Cashback | Savers Rewards |
| PERSONA | Luxury Traveler  | Retail Addict  | Young Family  |
| SEARCH TERMS | first class, business class, Barbados hotels, 5-star hotel | bodycon skirt, maxi dress, high-waisted jeans | primary school, children's clothes, childcare tips |

Mobile matters

MAXIMIZING THE CUSTOMER EXPERIENCE

While understanding who the typical financial services customers are is important, it is also essential to reach them on the devices that they connect with every day. The consumer experience is becoming increasingly fluid, and consequently, decision-making is becoming more spontaneous as the use of mobile becomes ingrained. The latest data shows that people spend the majority of their time on mobile, compared with desktop — 52% of people with smartphones use their phones for banking.⁵

Marketers need to be able to target audiences across devices if they want to reach and engage with people at the crucial moments in their decision-making. Being mobile-ready is no longer an option; it's a must-have. The ability to advertise on the mobile web and in-app is game-changing.

⁵ "Consumers and Mobile Financial Services." Federal Reserve. March 2015.

MAXIMIZING THE CUSTOMER EXPERIENCE

Rethinking the finance customer journey

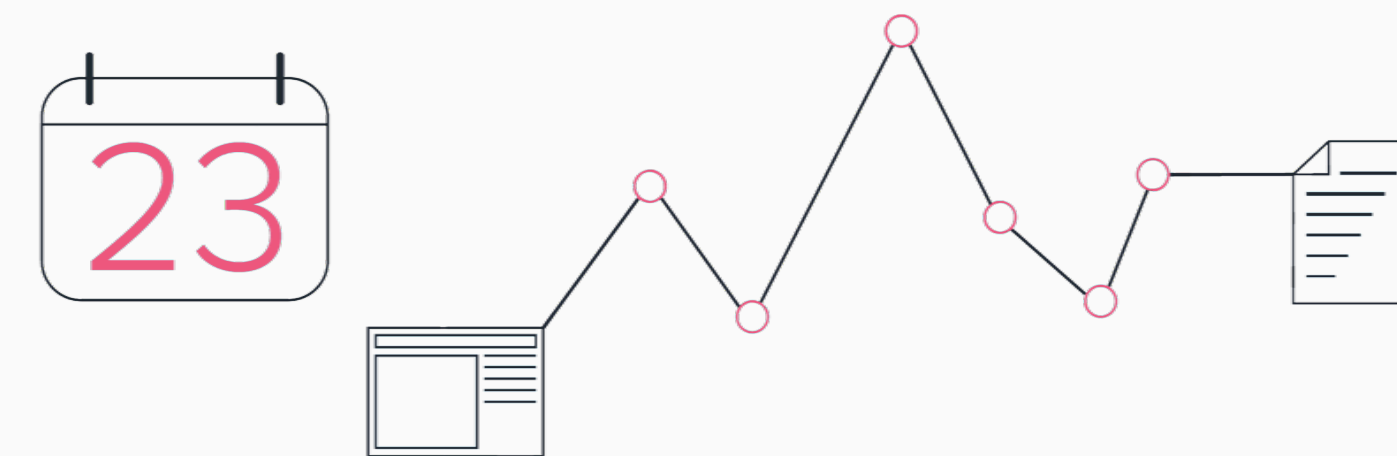
The emergence of the always-on consumer has forced finance marketers to rethink how their customers undertake the journey to purchase.

Let's take a look at credit card campaigns:

- From the day the first credit card ad is seen, it takes that person (on average) 23 days to submit an application.
- Credit card applications on tablets are more likely to be submitted on weekend afternoons, whereas the desktop channel is favored during the week.⁶

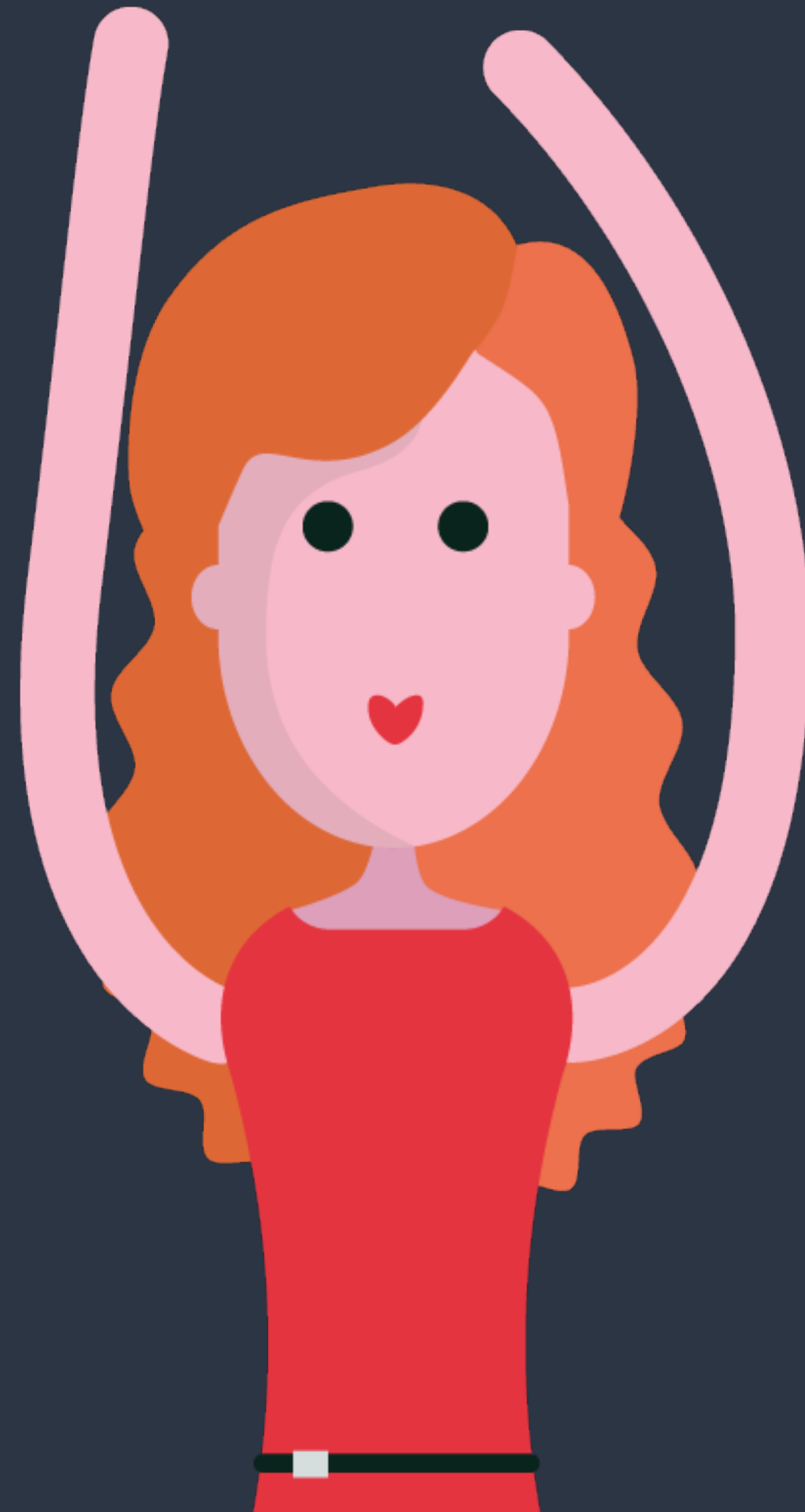
⁶ Internal Quantcast data taken from Quantcast Credit Card campaigns.

The modern consumer moves between devices seamlessly. Understanding how consumers are interacting with finance-related brands will help marketers advertise to their audience at the right time on the right device.



ADVERTISE

**EFFECTIVE
ADVERTISING
WITH
PROGRAMMATIC
TECHNOLOGY**



Programmatic advertising allows for enhanced efficiency and effectiveness in media buying via ad exchanges that instantly serve hyper-targeted advertisements.

EFFECTIVE ADVERTISING WITH PROGRAMMATIC TECHNOLOGY

Targeting across the customer journey with programmatic

Unlike traditional forms of advertising, programmatic advertising enables marketers to target users based on characteristics such as browsing behavior or interests. These capabilities combined with the massive amounts of data available, marketers can target their audiences accurately, to reach exactly the right people with the right message, at the right time.

Especially in an industry where account holders stay with their banks for years, connecting with audiences early on is important to driving from initial awareness, to consideration, preference and building to the final action. Programmatic advertising provides the scale needed to maximize reach across the funnel, no matter the stage. With the ability to target high-value customers from awareness through to conversion, it's no surprise that financial services organizations are increasing focus on programmatic to reach consumers throughout the buying cycle.

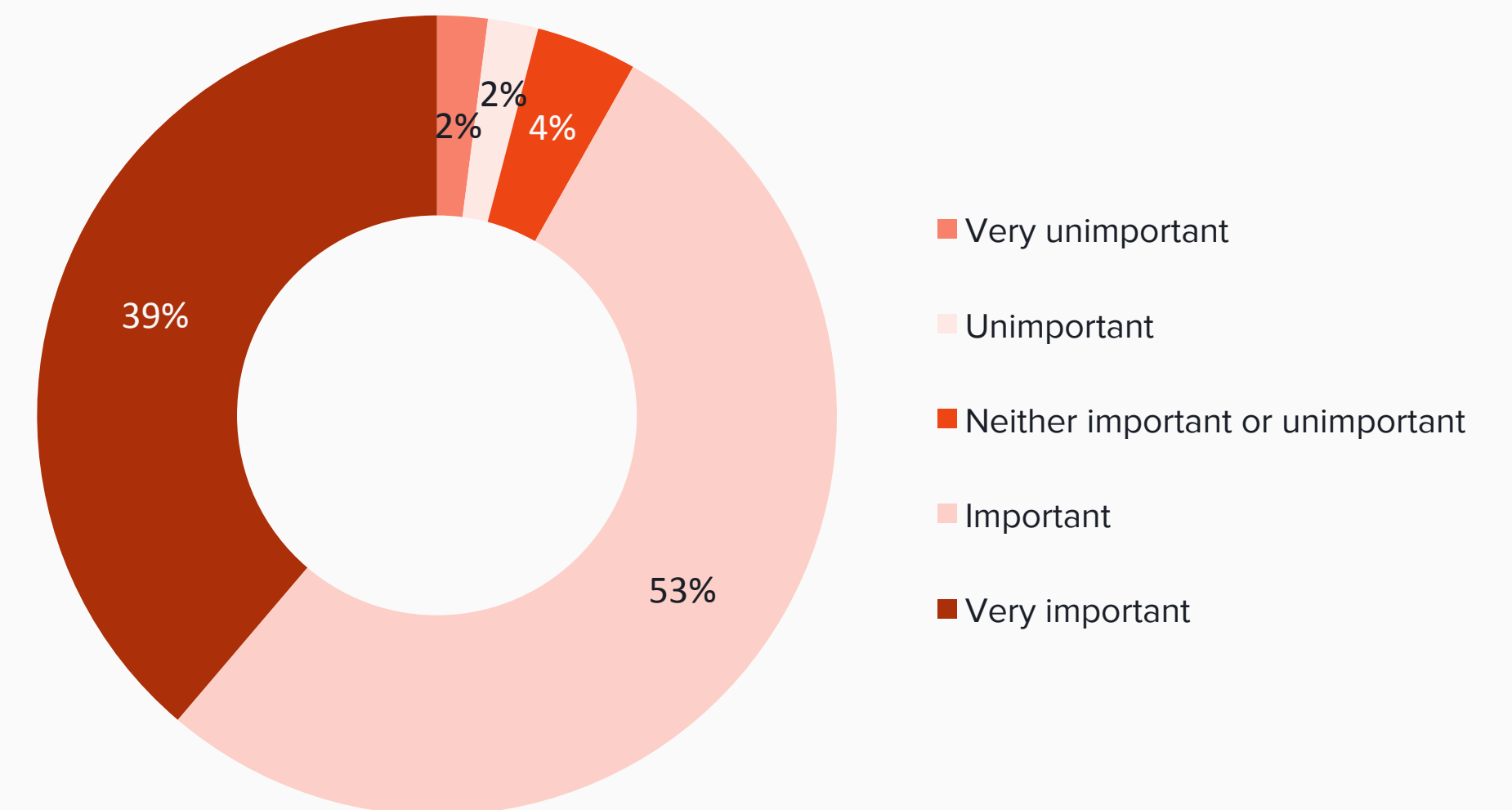
Brand

EFFECTIVE ADVERTISING WITH PROGRAMMATIC TECHNOLOGY

Ninety percent of marketers in large financial organizations state that branding is either important or very important when prioritizing their advertising budgets.

Generating brand awareness with key target audiences — such as luxury travelers, young families or shopaholics — before they are even in-market for a credit card or bank account can help to build brand affinity. With the right messaging, guiding audiences from awareness to consideration and preference will ensure they are more responsive to your brand message as they get closer to choosing a financial provider.

How important is branding when prioritizing your advertising budget?



EFFECTIVE ADVERTISING WITH PROGRAMMATIC TECHNOLOGY

Direct response

By incorporating and taking action on the intent signals their audiences are giving off, such as keyword searches and browsing behaviors, marketers have the opportunity to influence potential consumers as they continue their journey toward conversion.

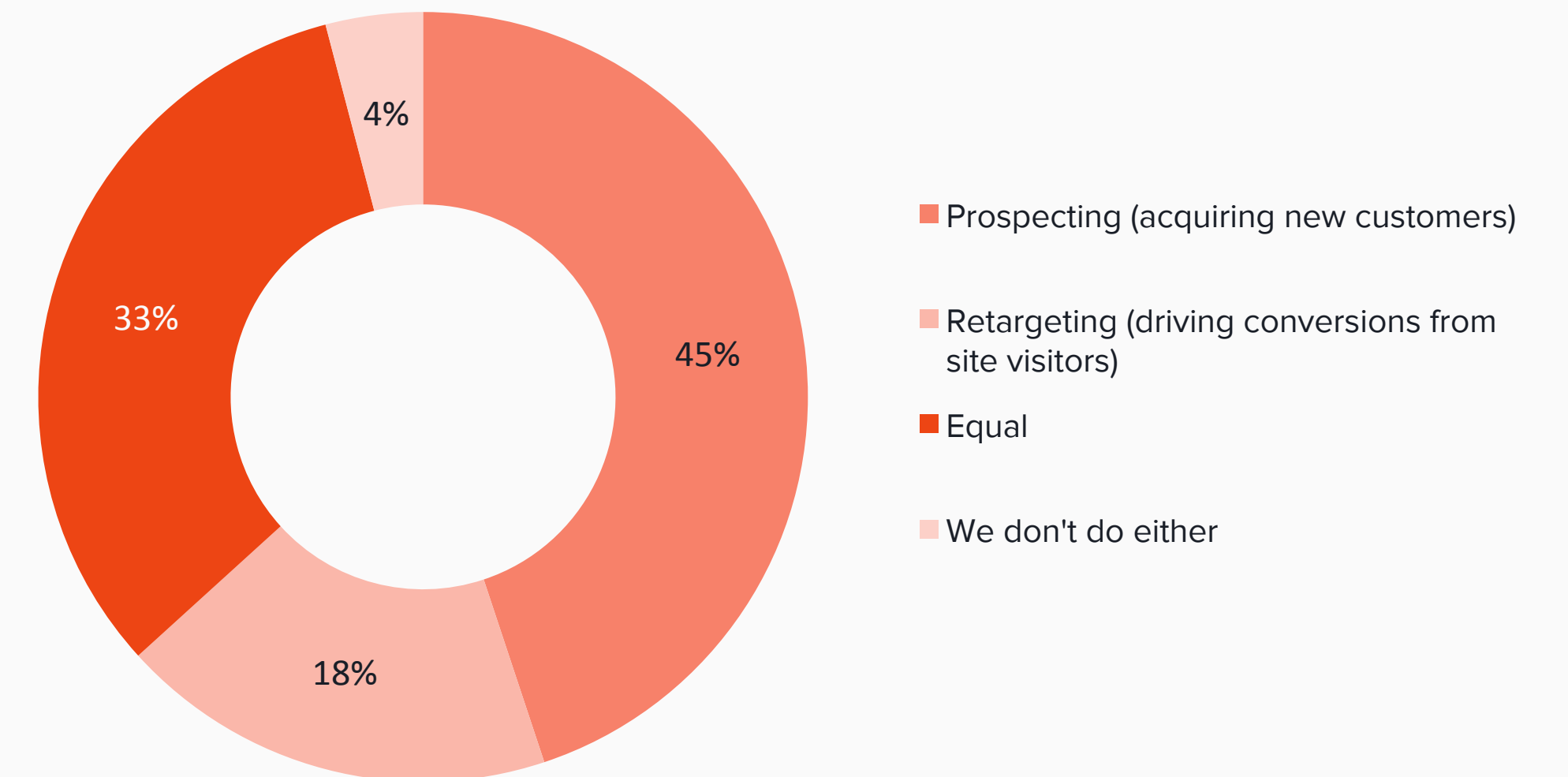
Marketers can also take advantage of programmatic advertising to reach the most valuable prospects by targeting consumers exhibiting similar browsing behavior to their highest-value loan and credit card applicants. Due to programmatic's real-time nature, these high-value applicants may not even be the audience you were expecting. Driving those prospects to your site is a very strong signal of conversion intent, and marketers can continue to remain top-of-mind in this stage by incorporating retargeting to ultimately influence more conversions.

Prioritizing your advertising budget

EFFECTIVE
ADVERTISING
WITH
PROGRAMMATIC
TECHNOLOGY

In our survey, we found that financial services marketers prioritize growing their customer base, increasing site visits and branding when thinking about media spend. Focusing in on these prioritized tactics can help marketers decide where to allocate advertising budget. It's no wonder the majority of financial services marketers assign more of their digital budgets to prospecting (bringing new customers to their site) than retargeting (driving conversions from site visitors).

Where do you assign more of your digital budget?



EFFECTIVE ADVERTISING WITH PROGRAMMATIC TECHNOLOGY

Discovering a new audience with programmatic

CASE STUDY

A global financial service provider wanted to find and reach frequent fliers quickly with a promotion for its high-end airline credit card.

The company partnered with Quantcast to identify and target a niche audience of frequent fliers after analyzing large data sets of real-time web activity. Quantcast's technology enabled a comparison of the browsing patterns of frequent fliers with millions of other web users to find similar behaviors.

Quantcast was then able to serve ads for the promotion to this new, previously hidden set of prospects before they even started researching any credit card options.

Fast analysis of the data also uncovered a new customer segment. An unusually large number of applicants were also researching animation and comics. Further investigation revealed two major comics conventions along the promoted route shortly after the credit card promotion dates. Quantcast was able to tap into this new segment of comics fans and serve relevant messages in real time to boost conversions.

Ultimately, comics fans made up 35% of the total conversions who signed up for the credit card.

ADVERTISE

PUTTING IT INTO PRACTICE



Use these best practices when incorporating programmatic into your advertising plan.

Implementing tags

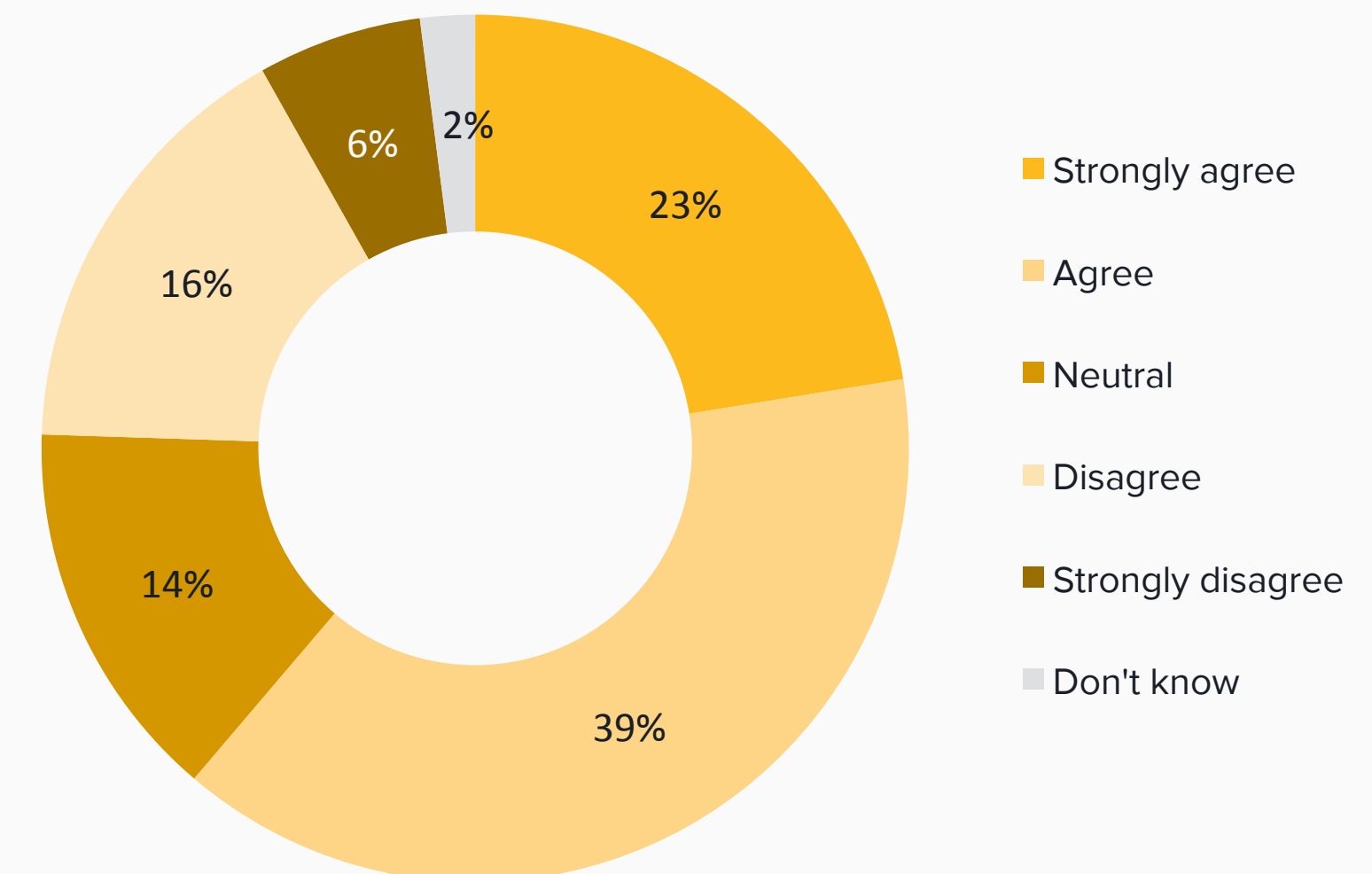
PUTTING IT INTO PRACTICE

Tags are the building blocks for campaigns. Valuable data from tags provides the insights necessary to improve modeling of new audiences. The attributes of visitors who complete acceptance pages could, for example, feed into the creation of an advertising model, which can be used to score other Internet users and serve them ads accordingly.

However, the Quantcast survey shows 61% of all respondents at large financial organizations have concerns regarding data privacy when it comes to tagging website pages.

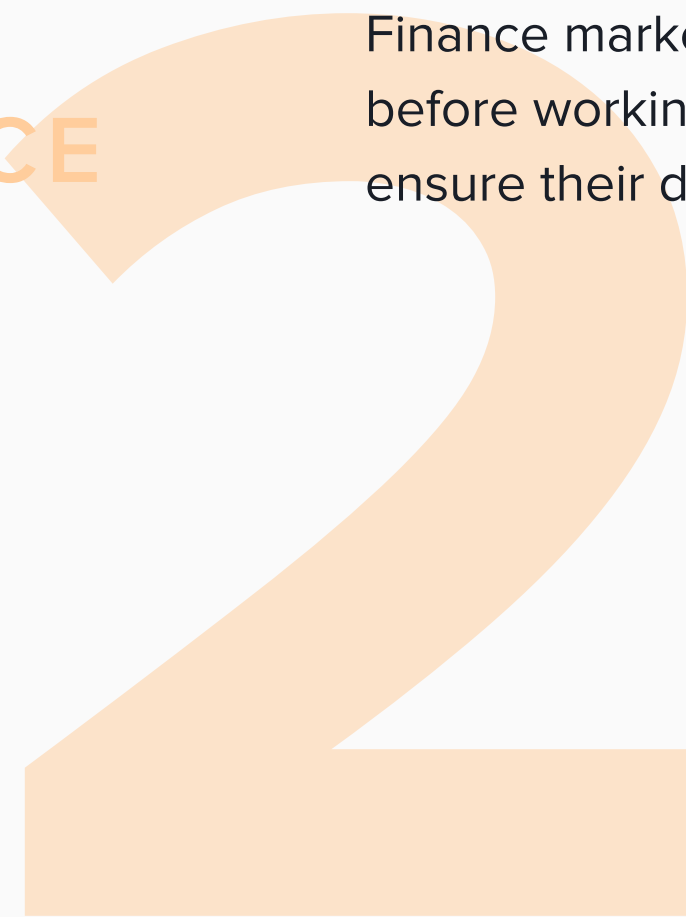
“Data privacy is a major concern when it comes to placing advertising tags (pixels) on my website.”

How much do you agree/disagree with this statement?



Security checklist

PUTTING IT INTO PRACTICE



Finance marketers should ask these questions before working with any potential media partners to ensure their data is being handled correctly:

1. How does the company ensure its products do not collect or use any personally identifiable information (PII) of individuals based on their website actions?
2. Does the company sell its clients' audiences to third parties?
3. Will the company use client data for other advertisers' campaigns?
4. Where is the audience data stored?

Key takeaways for finance marketers

PUTTING IT INTO PRACTICE

Forward-thinking financial marketers need to start researching the capabilities offered by programmatic to leverage the real-time changes in consumer behavior. Consumer engagement online will only increase, and will become the primary touchpoint with financial service providers.

Businesses have the ability to amass consumer data in vast quantities from desktop and mobile devices, but success will be determined by how that data is used to identify prospects, create models of new audiences and deliver relevant messages at scale.

- *Research partners:* Any potential advertising technology partner should not use your data inappropriately nor personally identify your customers
- *Uncover untapped audiences:* The most unlikely segments may turn out to be your best customers, programmatic advertising allows you to reach your prospects when they are most receptive to your message
- *Get in your audience's consideration set:* Use programmatic advertising to put your business top-of-mind before prospects even begin to consider their options, and usher them through the funnel to purchase
- *Act fast:* Make sure you have the ability to identify potential customers and deliver them the right message, on every device, faster than competitors

About Quantcast

Quantcast processes real-time data at the intersection of commerce and culture, providing useful, actionable insights for brands and publishers. Through Quantcast Measure, we have unlocked the data generated by millions of digital destinations, helping publishers and creators understand and grow their businesses in ways never before possible.

With Quantcast Advertise, adaptive modeling and intelligent machines are utilized to help thousands of marketers around the world find and interact with customers anywhere they connect to the digital world. Our more than 600 employees are driven by the potential for big data to radically improve everyone's connected experiences and transform the way we all make sense of the world.

To learn more about Quantcast's display advertising solutions, contact us at inquiries@quantcast.com.