

Bank Increases Loan Considerations Through Tremor Video's Advanced TV Solutions



CAMPAIGN DETAILS

- **VERTICAL:** Finance
- **AD TYPE:** CTV, Desktop, Mobile & Tablet Video
- **FLIGHT:** Q1 2020

OBJECTIVE

Find student debt holders as they consume digital video in premium and contextually aligned environments, building awareness and consideration for the bank's education loans and refinancing services.

STRATEGY

A major bank leveraged Tremor Video's robust audience data suite and Advanced TV solutions to distribute 15 and 30 second videos across desktop, mobile, tablet and CTV devices. This enabled the bank to reach the highest possible volume of college graduates in Boston, Philadelphia, Pittsburgh, New York, Buffalo & Rochester.

RESULTS

28%

Lift in Brand Awareness*

30%

Increase in Consideration*

34%

Increase in Favorability*

95%

CTV Completion Rate

1.1%

Overall Click-Through Rate

*Survata Brand Survey compared exposed viewers of the campaign to a control group not exposed to the campaign. Lift metrics reflect results for viewers who self-reported a need to refine their student loans. +95% confidence.