

## Case study

# Extensive Reach with Programmatic Audience Targeting using RedLotus' Programmatic Solutions

CLIENT: Hong Kong's #1 personal finance comparison platform.

TARGET MARKETS: Hong Kong

## TARGET AUDIENCE

- Mass audience who have high awareness in comparing financial products.
- Potential and existing credit card owners attracted to welcome gifts, cashback, miles and other redemption rewards and benefits.

## CAMPAIGN OBJECTIVES

- Create awareness of its platform for comparing credit cards, personal loans, mortgage, insurance and other products.
- Becomes users' first go-to website when in need of finding a powerful comparison tool to get unbiased, up-to-date information on personal finance products.
- Increase number of credit card acquisitions by clicking on the 'Apply' button.
- Reach Hong Kong users who had been interested or have used their tools in the past.
- To lower the cost of each conversion with a pre-determined KPI.

## SOLUTION USED

- RedLotus Open Exchange Programmatic Solution
- RedLotus Marketplace (PMP)

## PROGRAMMATIC STRATEGY

- Reach the largest number of potential and existing users within mass audience in Hong Kong.
- Extensive reach with one-stop programmatic solution of both open exchange and private ad marketplace.
- Deploy re-targeting as a CRM tool to reach users who had shown interest in their platform in the past.
- Place greater emphasis on desktop users as they have shown higher conversion rates but not to neglect mobile users given its large consumption base in Hong Kong.

## TACTICS DEPLOYED

- Pre-optimization tactics for campaign set-up used based on segmentation by product nature.
- A RedLotus re-targeting ad tag was deployed on platform to enable collection of first party data to be used in re-targeting.
- Deployed frequency capping of 4 per new user and 2 per re-targeted user.
- Continuously optimized campaign to lean towards best performing segment.

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- Mass reach by one-stop solution enabled shifting of budget between the two during optimization.
- Optimization done by our advanced system and DSP engine as well as via our team of campaign optimizers at least twice per week.
- Smart use of one-stop programmatic solution and re-targeting in this case enables extensive reach and can lead to meeting your business objectives.
- The human touch is important; a team of campaign managers plus the use of technology can help ensure goals are aligned and met.

## RESULTS

- Over 25 million ad impressions ran.
- Over 1000 conversions generated directly on website.
- Objectives achieved with Cost Per Acquisitions on par with set KPI.

## LEARNINGS

- Programmatic allows for flexibility to deploy first party data wisely and effectively across selected markets.
- A clear and concise KPI and success metrics must be set from day one; which leads to an effective deployment and pre-optimization strategy implementation.