

Case study

Reaching Investors Intelligently with Programmatic Audience and Content Targeting using RedLotus Programmatic Solutions; powered by AI

CLIENT: A leading global online investment and trading platform (Banking & Finance sector).

TARGET MARKETS: Hong Kong and Australia

TARGET AUDIENCE

- Male, aged 40 and above, savvy in online financial trading
- Investors with high monthly income

CAMPAIGN OBJECTIVES

- Create awareness of its platform introducing various tools for their trading and investment strategies.
- Drive users to participate in their 'Trading Challenge' competition that gives traders the full opportunity to leverage a diverse range of asset classes in live financial markets setting.
- Increase number of registrants for the 'Trading Challenge' game by giving them a chance to earn the title of Asia Pacific's Top Trading Talent with attractive cash prizes.
- Reach Hong Kong and Australian 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.

PROGRAMMATIC STRATEGY

- To reach the largest number of potential users within target audience market utilizing our Open Exchange Programmatic Solutions and to cast a wide net of new potential audiences.
- To deploy re-targeting as a CRM tool to reach users who had shown interest in their platform in the past.
- To deploy audience and content targeting to drive quality conversions from a clearly defined group.
- To 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 and Australian markets.

TACTICS DEPLOYED

- Pre-optimization tactics for campaign set-up used based on targeting criteria (by audience and content).
- A RedLotus re-targeting ad tag was deployed on platform to enable collection of first party data to be used in re-targeting.

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- Deployed frequency capping of 6 per new user and 4 per re-targeted user.
- Continuously optimized campaign to lean towards best performing segment.
- Optimized based on creative ad size as well as placements by channels.
- Optimization done by our DSP engine as well as via our team of campaign optimizers at least twice per week.
- 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.
- Smart use of first party data, the use of a clearly defined audience group, content targeting and re-targeting in this case 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 1.5 million ad impressions ran during the period across Hong Kong and Australia markets.
- Conversions generated on the trading platform within 2 weeks was equivalent to running a previous campaign on another network for 2 months.
- Most importantly, outperformed and lowered set Cost Per Acquisitions KPI by over 50%.

LESSON LEARNING

- Programmatic allows for flexibility to deploy first party data wisely and effectively across selected markets globally.