

A financial services brand finds their key audiences with OneView

A financial services firm that is one of the leading providers of private student loans wanted to increase signups from their key audience. That's when they turned to OneView, our ad-buying platform built for TV streaming.

The challenge

The brand wanted to reach their key audience during the limited peak season when people sign-up for student loans.

The campaign

Vertical: Financial Services

Objective: Drive sign-ups for student loan offerings

Audience: A mix of first-party audiences from their CRM platform and a lookalike segment of students. Targeting was based on streaming behaviors

Format: TV streaming video ads, banner ads, and scannable videos

The approach

The brand activated a cross-device campaign through Roku's OneView, using channels like TV streaming and banner display. They used banner ads to re-engage people who'd previously seen their TV streaming ads.



*“As I talk to financial services marketers, they are struggling to prove the impact of TV streaming on lower funnel conversions. This campaign is a fantastic example of how finance brands are using OneView to drive action.” – **Laura Bretz, Head of Financial Services Marketing, Roku***



The result

The campaign was a resounding success. It achieved the goal of driving signups at a much lower cost and higher efficiency than anticipated.



The program drove over 4,000 approved applications. Additionally, streamers exposed to both TV streaming and banner had a 50% more efficient CPA (cost per acquisition) than CTV alone, and the overall campaign CPA was 84.6% below the goal.

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Written by:

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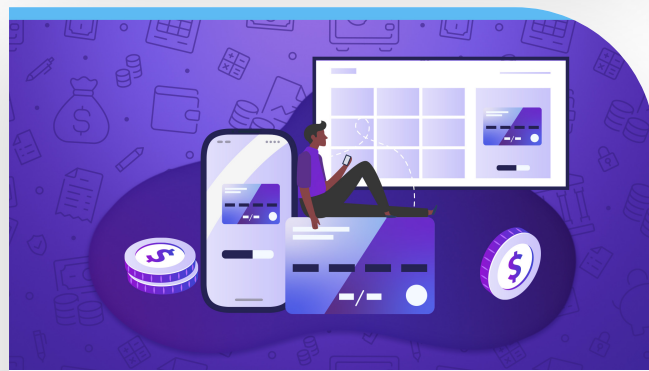
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