

# Simulmedia Creates More Customers for Financial Services Innovator By Targeting Its Digital Audience On TV

## THE CHALLENGE:

### Contextual TV Buys Were Underperforming

The client in this case is a financial services company that has built its business online. It is disrupting the industry by giving customers a purely digital path to purchase, as opposed to relying on retail locations. The company has had some success acquiring customers through digital advertising, however, their TV advertising, which was based on a contextual buying strategy, was not generating enough traffic to the company's digital properties. This was impeding the company's growth.

## GOAL:

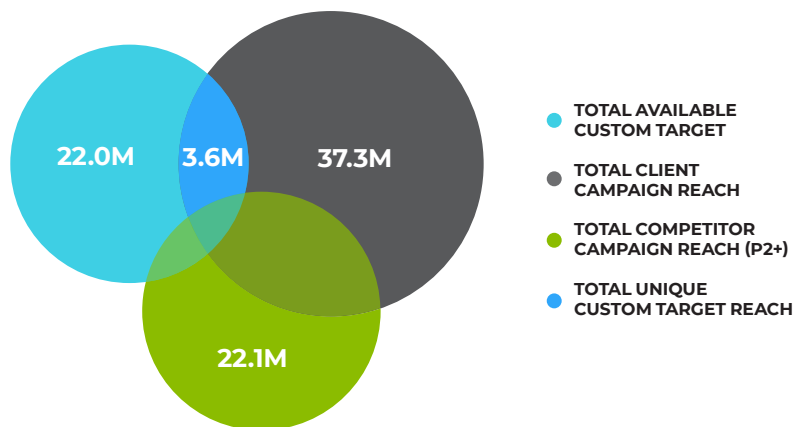
### Drive Significantly More Site Traffic into the Company's Digital Properties

This advertiser needed to boost the amount of traffic to its website. Once there, the company was confident that its offering would be compelling enough to convert much of that traffic into paying customers. They were confident TV could deliver this kind of sustained spike in customer volume, but they had learned from experience that a contextual-based strategy couldn't get the job done on its own.

## SIMULMEDIA SOLUTION:

### Custom Targeting To Reach More Of The Right Audience

Simulmedia has over 10 years of experience proving that the key to creating more customers is to reach more potential customers. Using a custom target comprised of people who track investments or trade online—the same audience it was using for its digital advertising— Simulmedia's advanced TV software created a reach-maximizing media plan that complemented the client's contextual buy and reached more of the target audience across national TV.



Because the company was still relatively new and determining the right message and media mix, its overall spend was modest by TV standards. The campaign ran for about a year in small, low-cost bursts, allowing the brand to test, learn and optimize while minimizing risk.

## RESULTS:

### More Reach Than The Competition

The campaign reached a total of 37.3M people, 3.6M of whom were among the custom target. That's a strong result, given the client's relatively modest budget. The Simulmedia campaign reached significantly more people both in the custom target and overall than one of the client's biggest competitors. The client also reported significant increases in customer volume and has remained an active Simulmedia client ever since. This case study validates what marketers and academics have known for years: a key input to growth and winning share is maximizing audience reach.

## Better Targeting. Better Results.



# 69%

more audience reached than competitor campaign



# 42%

more cost efficient reach than client's campaign average



# 37.3M

total viewers reached during the campaign

Want to learn how Simulmedia's advanced TV advertising solutions can help you create more customers?

Simply call (646) 201-5352, email [info@simulmedia.com](mailto:info@simulmedia.com) or visit [www.simulmedia.com](http://www.simulmedia.com).

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