



# FINANCIAL CASE STUDY

MDS worked on behalf of a Financial Institution (FI) that are a global leader in managing trading platforms and savings accounts. With a reach all over the world, the institution helps people find better deals for their financial goals. MDS partnered with one of our Demand Side Platforms (DSP) providers this year with the goal to develop a bespoke, cookie-free programmatic solution for our client across the markets where they have seen great success. This new initiative focused on promoting their new savings account with lower fees.



## Traction - Monthly

20%  
MoM Growth



# THE CHALLENGE

Working alongside the financial institutions Marketing Management team, we developed a campaign focused on raising awareness and driving online traffic to the savings account sign up information and landing pages.

The campaign KPI was to deliver clicks to site.

However, after campaign optimisations were made, we identified that the creative could be further enhanced.







# THE SOLUTION



Having partnered with MDS, who specialise in data-driven dynamic advertising, we decided to carry out a test to optimise the creative.



Together, we developed highly engaging bespoke HTML5 creative formats across desktop, and customised audiences that used first and third-party datasets to dynamically personalise the ads based on our cookie-free geo-locational marketing data.



These formats were delivered across contextually relevant and brand-safe environments. What was most effective was that the creative self-assembled on the fly.



The flexible nature of the campaign feed enabled us to customise the ads to whatever parameters the financial institution required to meet their needs.



# THE RESULTS



After implementing the new creative sets and specialised geo-location data, overall, we improved click-through rate by 800% to date.



The institution saw huge cost efficiencies, reducing their eCPC 13-fold.



MDS reduced the eCPM by 46%.



Pleased with the creative and campaign enhancements, the institution will be looking to roll this new process out to its other markets.