

# A Smart Investment

## The Challenge

An online financial planning company was looking to increase account sign-ups through strategic marketing tactics.

## Execution: Addressable

To reach the same target audience across multiple devices and platforms, Xandr ran a 6-week Cross-Screen Addressable campaign. Personalized ads were delivered via Addressable TV to targeted consumers within premium TV content at the household level. Simultaneously, digital ads were served to the same consumers by mapping digital devices to the target households. Finally, Xandr worked with the client to identify lift in account sign-ups as a key KPI.

## Target Segment

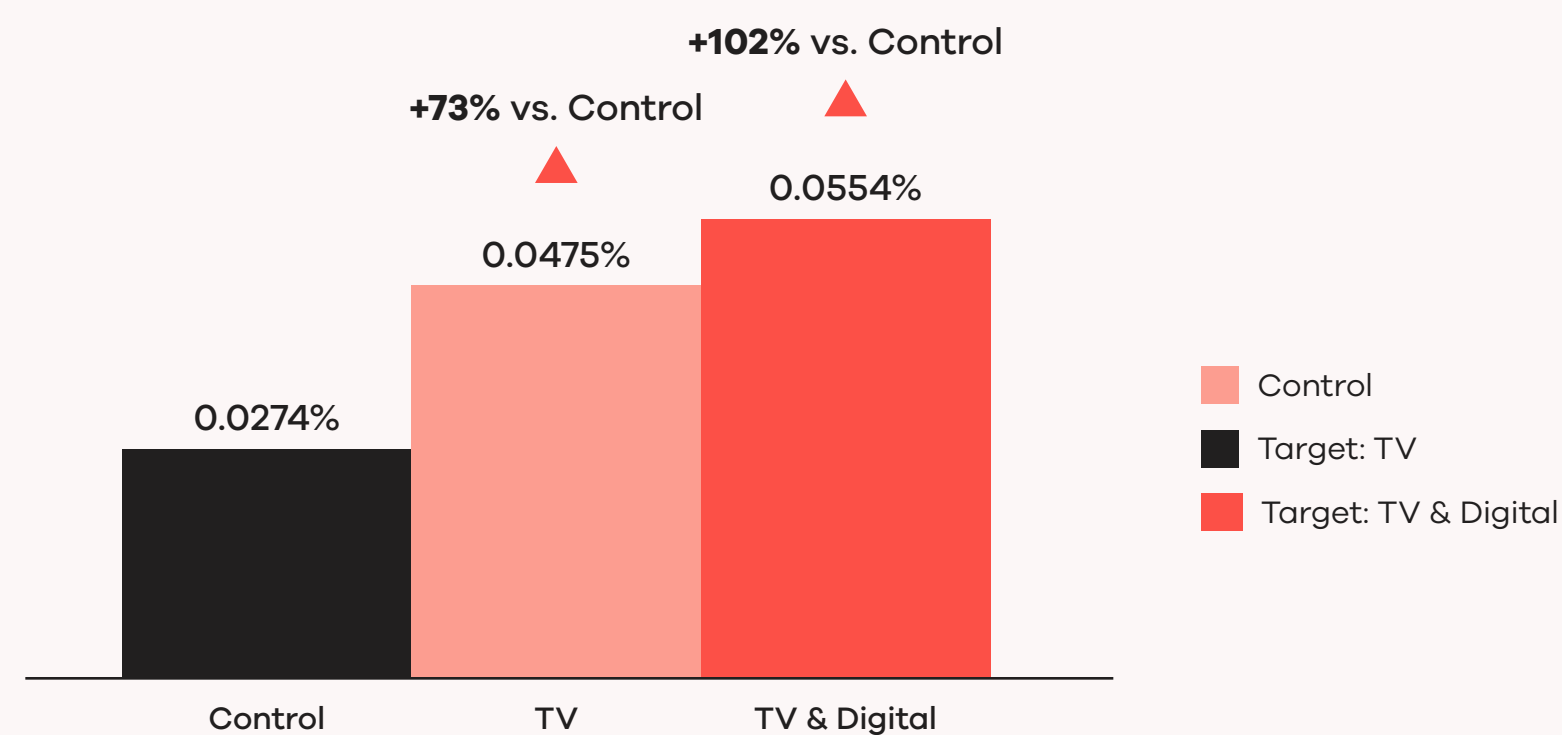
- \$100K investible assets and tech enthusiasts

## Results

A Cross-Screen Addressable campaign proved to be a very effective strategy.

- Households exposed to both TV and digital ads generated a +102% lift in account sign-ups vs. the control, and a 16% lift over households that just saw a TV ad.
- Households exposed to only a TV ad generated a +73% lift over the control.

HH Account Sign-Ups



Campaign flight: Q4 2016 – Q1 2017. Case study results are based on individual campaign factors. AT&T makes no performance warranties. Control: Represents 10% of DTV HHs within the target that did not receive exposure to the addressable ad. Source: Internal Business Analytics and secondary data provider for targeting.

