



# FINANCE & BANKING CAMPAIGN SHOWCASE

## CATEGORY

Finance & Banking

## CLIENT

A Hong Kong commercial bank

## CAMPAIGN BRIEF

A listed Hong Kong commercial bank launched a credit card marketing campaign to frequent online shoppers.

## OBJECTIVES

- Offer their own customers to incentivise using their services
- Create an audience group of potential new customers

## CAMPAIGN STRATEGY

A current customer audience base was created by matching open exchange location data to a public list of the banks branches.

Secondly, to create an audience base of frequent online shoppers and credit card users by identifying visitors to popular Hong Kong e-commerce sites.

By overlaying these two audience segments produced the actionable audiences that met the campaign requirements.

## CAMPAIGN SUCCESS

An audience base of **460,000** is created and the credit card campaign generated a click through rate of **4.37%** running under Hotmob First View Interstitial Video Network, a lift of **350%** comparing to without custom audience targeting.

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