

CASE STUDY

Service Awareness and Lead Generation in the Financial sector

ABOUT THE CLIENT

ArchOver is a P2P business lending platform that connects UK businesses requiring finance with investors seeking exposure to secured loans offering up to 10% p.a.. The ArchOver Platform was designed and developed to connect these Borrowers and Lenders. It brings them together for the purposes of selection. The Lender gets to browse all Investment Opportunities, and the Borrower gets to market themselves to potential Lenders in order to raise the required funds.

OBJECTIVES

ArchOver was looking to engage with their target audiences to launch their [IFISA](#) (Innovative Finance Individual Savings Account) and generate qualified leads.

STRATEGY

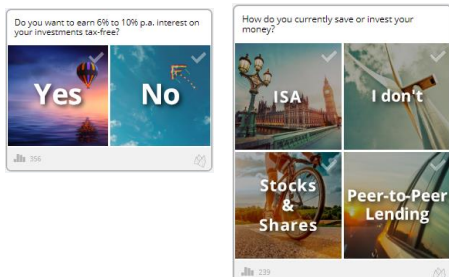
Based on their need to target both investors and 'new to invest' audiences, Whichit recommended 2 creatives with relevant questions based on each audience's characteristics and interests.

The campaigns were delivered on Google's Display Network (GDN). Each ended with a personalised message and bespoke commercial offer based on the users actual preferences, and also included an email address submission field for more information.

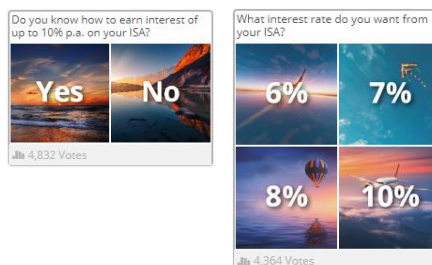
CAMPAIGN STRUCTURE

To increase awareness and audience participation, Whichit built each creative set as a carousel (a carousel is a series of lead posts (questions) on rotation so that no user would see the same lead post more than once).

'Current Investors' Campaign Creatives



'New to Invest' Campaign Creatives



Client:
ArchOver

Sector:
Finance

Campaign's Objectives:
Lead Generation

Date:
02/07/18 – 02/08/18

Distribution Channels:
Google Ads (GDN)

Target audience:
Location: UK
Gender: Male
Age group: 35-64

Interactive Content Type:
Carousel [4 Whichit Posts]

Engage Card (Call-to-Action):
Lead Generation

Personalised message and a bespoke commercial offer to current investors and a 'new to invest' audience based on their votes

CAMPAGIN PERFORMANCE

Channel – GDN

Demographic Targeting – UK males aged 35 – 64

Contextual Targeting – Best performing keywords, phrases and topics from previous campaign learnings

Delivery – 2,769,460 Google ad impressions

Results – Google Ads delivered broad exposure against the target audience. The campaign achieved significant results and collected valuable insights. The campaign was optimized in-flight across a range of parameters to deliver the highest ad performance and subsequent ROI. **The overall number of emails collected for the campaign generated a Cost Per Lead (CPL) that is lower than the finance industry benchmark** ([source](#)).

Statistics – The campaign delivered over 2 million impressions, 9,632 unique engagements, and 3.5% CTA rate. **The campaign was a success and generated 163 unique qualified email addresses.**

'Current Investors' Campaign Statistics



'New to Invest' Campaign Statistics



Actionable insights were collected to be used to enrich 1st party data and inform future campaigns strategies.

Recommendation – Even though the campaign was successful, creating ads with images and questions the audience can identify with, or using images related to what is being asked will lead to higher results.

Offering an incentive dramatically increases the number of qualified leads collected and boosts awareness.

ABOUT WHICHIT FOR ADVERTISERS

Whichit is Interactive Commercial Content at the forefront of its field. By asking target audiences a series of questions through addictive image based polls, surveys, quizzes and trivia, advertisers increase brand engagement, open new revenue streams & gain actionable insights. It runs as rich media ad units through IAB formats, native ad slots, and on social platforms i.e. anywhere across the internet (programmatic and/or straight display) across all devices and channels. The Whichit Ad unit is dynamic, responsive and interactive.



163
Emails Collected



2,769,460
Google ad impressions



9,632
Whichit Unique Engagement



3.5%
CTA Rate
[Call-to-Action Rate]



3.4%
Whichit CTA Clicks

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