

## Eyeota helps Global Financial Services Firm More Than Double Their Campaign Click-Through Rate and Reduce Cost Per Landing Page View by 78%



### The Challenge

A global financial services company was looking for people interested in applying for auto loans. Their customer research showed that people who are in-market for auto loans are often early tech adopters. They decided to create a **campaign targeting early tech adopters**, but they wanted to **keep their costs low while increasing reach**.

### The Solution

Eyeota worked with the firm's media agency and recommended the client leverage an Eyeota audience profile for their targeting campaign. The audience profile was comprised of **early tech adopters and online shoppers interested in electronics retailers**. The media agency activated the campaign immediately and ran it across the open web via Google DV360.

### The Results

Using Eyeota's audience profile, the financial services firm **reduced their Cost Per Landing Page View (CPLPV) by 78%**. This is a valuable metric because it measures the rate at which a target customer clicks a link, lands on a page and continues to browse the content.

Eyeota's segment also garnered an impressive click-through rate (CTR). The campaign average CTR was 0.19% and **Eyeota achieved a 0.48% CTR - more than twice the campaign average**.

The client was so pleased with the results that they extended the campaign into the following quarter. They also plan to repeat the campaign later in the year.

↓ **78%** Cost Per Landing Page View