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.