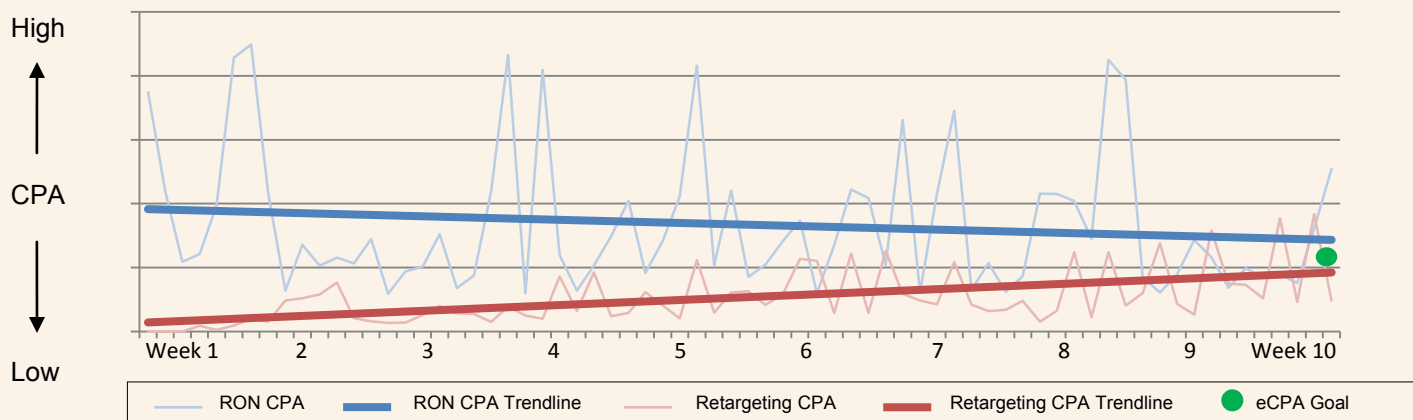


# Adconion Media Group – Case Study

## Finance: Credit Card Channel



### OVERVIEW

A leading financial institution turned to Adconion to help increase credit card applications on its Web site. After reviewing Adconion's broad range of media solutions, the client accepted Adconion's proposal to run a CPM-based campaign using eCPA as the primary success metric.

### BACKGROUND

The client, working through its online agency, engaged with Adconion for a 10-week blended CPM branding and direct response campaign, using eCPA as its primary performance metric.

### OBJECTIVES

- Increase credit card applications on client's Web site
- Elevate the brand image of the financial institution associated with beneficial credit card offers

### COMPONENTS

Adconion combined a run-of-network (RON) campaign with multiple re-targeting solutions. The RON campaign allowed the client to put its credit card offer in front of a large number of potentially interested credit card applicants, while the retargeting solutions provided for re-messaging options to increase the likelihood of a credit card application completion.

### RESULTS

Using the client's primary success metric, eCPA consistently converged towards the end of the campaign, ending the entire campaign at 4% below the client's eCPA goal. RON CPA consistently declined over the life of the campaign, while Retargeting CPA slightly increased to meet the client's overall eCPA goal.

Due to the highly satisfactory performance of this campaign, the client decided to extend the life of the campaign with Adconion.

### NEXT STEPS

Learn more about Adconion's advertising solutions and what we can deliver for you. Contact your sales representative for additional material or visit our website at: <http://www.adconion.com>

### ABOUT US

Adconion is the world's largest independent Audience Network with headquarters in London and offices in Germany, France, Spain, the US, Canada, and Australia. We deliver interactive media solutions using our proprietary technology that provides better results for premium advertisers and optimal revenue for publishers. Ask for actual client results and judge for yourself.