

# CASE STUDY: LEADING ONLINE BROKER

Tumri powered dynamic creative campaigns for a Leading Online Broker focusing on generating accounts. Tumri developed dynamic ad templates and optimized creative combinations across broad media selections. The dynamic ad units displayed real-time charts and analyses using ticker symbol users entered directly into certain media placements.

## CAMPAIGN OBJECTIVE:

GENERATE LEADS MORE EFFICIENTLY BY INTELLIGENTLY LEVERAGING PUBLISHER DYNAMIC CONTENT

## MEDIA PLAN

- > 1.0 billion impressions served
- Five month period
- Audience: Do-It-Yourself Investors
- Type of Media: Run of Network, BT Segments & Direct Placements

## TARGETING & PERSONALIZATION

Tumri automatically adjusted chart and analysis data for a given ticker symbol based on companies a given user searched for. Tumri also leveraged data passed from certain publishers to further align audience to creative message.

## TESTING & OPTIMIZATION

Over 500 specific creative combinations were tested and optimized to best performing combination across media plan and audience segments. Over 500 creative recipes were tested. Performance was auto-optimized every day.

## RESULTS

37% Cost Per Lead improvement vs. static creatives (control)

## KEY INSIGHTS

1. Users are browsing multiple value-based messaging within an ad unit and selecting one of interest
2. Optimization of pre and post click behaviors leads to larger performance gains
3. Strong promotional messaging with relevant creative images generates new accounts.

## Solutions Used

### DYNAMIC MESSAGING

- ▶ Lead Generation

### ANALYTICS

- ▶ Custom Reporting

### TARGETING

- ▶ Contextual
- ▶ Age & Gender

### DATA GATEWAY

- ▶ Publisher Data