

How Simulmedia Drives Scaled Web Traffic for Financial Services Brand

CHALLENGE

- ▶ A D2C financial services company was looking for innovative ways to drive more military families to their website through TV advertising.
- ▶ They were buying only one or two networks through direct response (DR) TV which limited their ability to reach new audiences and prevented them from scaling.

SIMULMEDIA SOLUTION

- ▶ Lookalike audience developed based on brand's most engaged customer segments.
- ▶ Simulmedia's platform provided their growth team with real time analytics to monitor campaign performance and inform key marketing decisions.
- ▶ Doubled down on the most performant spots, eliminated the least, and spent the rest of the budget on exploration to find new audiences. As the campaigns progressed, optimization reduced their CPV by 24%.

Here's a look at three consecutive 1-week campaigns for \$100K each:



REAL-TIME
INCREMENTAL
RESULTS

24%
CPV DECREASE

