

Citibank boosts conversions by 40%+ and cuts production time in half with Dynamic Creative

Campaign Details

Advertiser:
Citibank

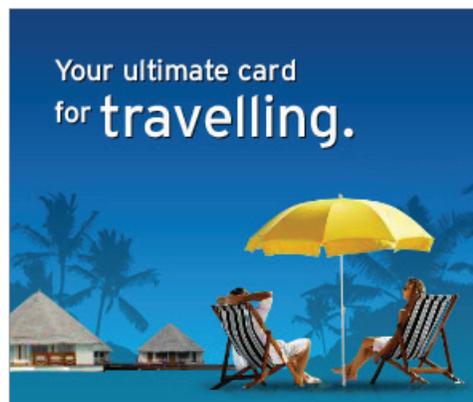
Campaign:
Citibank Platinum Reward

Creative Agency:
Splash Interactive MY

Media Agency:
MEC Malaysia

“This campaign helped this client very effectively communicate and manage the multiple selling points of one product through different ad versions.”

Nicholas Goh
Associate Digital Director,
MEC Malaysia



For financial services providers and retail banks with constantly fluctuating offers, rates and promotions, Dynamic Creative can be a lifesaver. It can be used to make frequent creative refreshes and tailor key messages to the audience at hand. It also makes optimization simple for financial companies looking to find the ideal match between message and audience.

For Citibank, Dynamic Creative helped cut production time in half and generated 42% higher conversions for a complex, optimized retargeting campaign it ran in Malaysia – the first of its kind in that country.

Execution

The Citibank retargeting campaign promoted diverse benefits of using a new Citibank Reward Platinum card for shopping, dining, travel, home appliances and automotive purchases, with the goal of generating new credit card applications.

MEC Malaysia and Splash Interactive worked together to develop the campaign workflow, retargeting sequence and strategy. Consumers were served dynamically tailored ads based on behaviors of users either within the campaign banner and on the Citibank site, both before and after conversion.

Pre-conversion retargeting

Pre-conversion, users were exposed to multiple categories of the banners featuring diverse images and messages. If the user clicked on a travel-related banner, for example, and did not convert, the user was retargeted with a travel ad in subsequent impressions.

Post-conversion retargeting

Once the user signed up for the credit card, post-conversion banners were served highlighting additional benefits, reward points offered and rebates available.

In all, 87 banner versions were created using Excel Mass Versioning – all in just three days. According to Splash Interactive, a similar campaign with just 64 banner versions had taken them a full week to complete without Dynamic Creative.

The team also used Dynamic Creative for optimization, automatically optimizing toward versions that delivered the most clicks and leads.

Results

Breaking new ground in Malaysia, this Dynamic Creative campaign increased total conversions (request a credit card application) by **42%** vs. a previous retargeting campaign that had no behavioral component.

