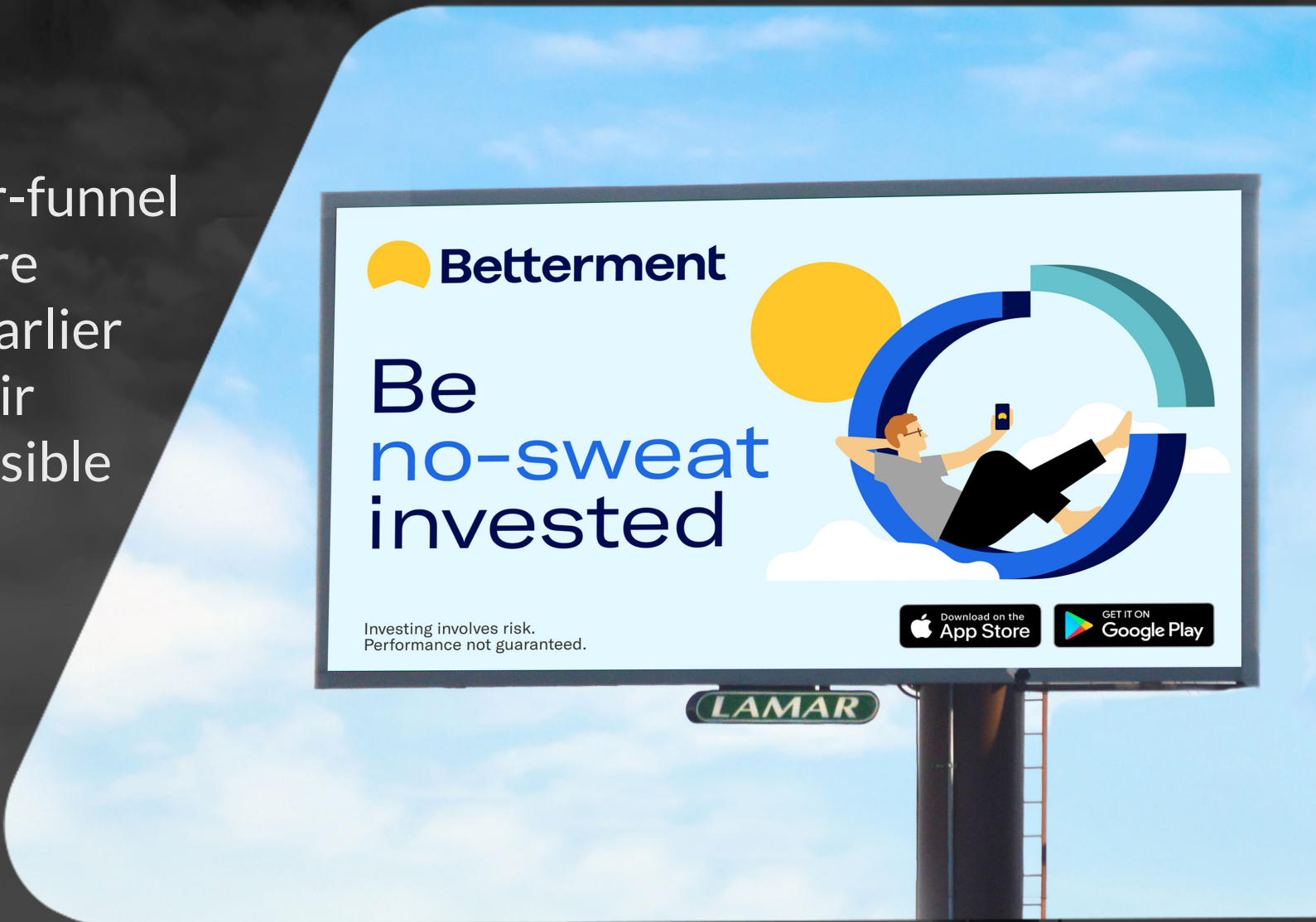


Objective

Betterment had traditionally placed a heavy emphasis on lower-funnel digital marketing tactics. However, heading into 2022, they were looking to extend this approach to reach potential customers earlier in their consumer journey, using messaging that focused on their core taxable investing products as well as their Socially Responsible Investing portfolio options. With this goal in mind, Betterment partnered with Vistar Media to execute a programmatic out-of-home (OOH) campaign that would increase awareness, consideration and intent to open an account for their financial services.



Our Strategy

Utilizing Vistar’s programmatic technology, Betterment activated data-driven audience targeting across a range of digital out-of-home (DOOH) venues, including billboards, urban panels, office buildings, sports entertainment, gas stations and convenience stores.



How We Got Here:



Audience Targeting

Using Vistar and Foursquare’s partnership, Betterment targeted a demographic audience to activate DOOH media when and where young professionals, aged 25-54 with an HHI over \$100K, were most likely to be throughout the day.



Creative Optimization

Utilizing the flexibility of programmatic DOOH, the brand changed their creative messaging on the fly, when they realized that Cincinnati - one of the target markets for the campaign - made the Super Bowl.



Mobile Retargeting

To amplify campaign success, Betterment added a strategic mobile retargeting layer — enabling the brand to re-engage consumers who were exposed to the DOOH campaign, again, on their mobile devices at a later time.



ROI Measurement

A brand lift study was used to measure the overall impact of the DOOH campaign on consumer perceptions and intent. To gain lower funnel insights, Betterment also conducted a web conversion study to evaluate impact on consumer online activity.



Results

+65%

Lift in Awareness

+130%

Lift in Consideration

+117%

Lift in Account-Open Intent

Consumers exposed to the campaign were
56% more likely to visit the Betterment website.