

Betterment and Programmatic OOH with Vistar Media

Problem

Reach potential customers earlier in the consumer journey.

Solution

Execute a programmatic DOOH campaign where Betterment's target audiences — tech-savvy, high-worth individuals — were most likely to be throughout the day.

Background

Prior to this campaign, digital investment company 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 the consumer journey, but needed a partner that could help them achieve this.

Objective

Betterment partnered with Vistar Media to execute a programmatic OOH campaign that would increase awareness, consideration and intent to open an account for their financial services.

Strategy

Utilizing a data-driven audience targeting strategy, Vistar and partner Foursquare enabled Betterment to reach a demographic audience of young professionals, aged 25-54 with a household income over \$100K. This allowed Betterment to activate targeted DOOH media at the right times and places where their target audiences — tech-savvy, high-worth individuals — were most likely to be throughout the day.

The campaign creative, which showcased messaging about Betterment's core taxable investing products and Socially Responsible Investing portfolio options, ran across a range of DOOH venues.

Utilizing the flexibility of programmatic DOOH and creative optimization capabilities available, Betterment had the unique ability to change their creative messaging on the fly. For example, they leveraged this when the Cincinnati Bengals — from one of the target markets for the campaign — made the Super Bowl.

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

Plan Details

Markets: Cincinnati, Denver, Milwaukee, Portland, OR, and St. Louis

Flight Dates: 12/26/2021 – 02/28/2022

OOH Formats Used: Indoor and outdoor DOOH venues, including: billboards, urban panels, office buildings, sports entertainment, gas stations and convenience stores

Budget: \$250,000



Results

As a result of the campaign, Betterment saw a 130% lift in consideration of the brand, a 117% lift in intent to open an account and a 65% lift in brand awareness. Consumers exposed to the campaign were 56% more likely to visit the Betterment website, proving that relevantly targeted programmatic OOH not only drives top-of-funnel results, but consumer action as well.

The success of the campaign is a result of the data-driven targeting capabilities that programmatic OOH has to offer. From precise audience targeting at scale to creative optimization and mobile retargeting, Vistar's strategy helped Betterment meet and exceed its campaign goals, reaching potential customers earlier in the consumer journey and driving engagement actions for the brand. With Vistar's programmatic technology, Betterment was able to activate the right DOOH media, at the right time, with highly relevant messaging to drive real-world results.

Additional Information

Vistar's studies are conducted through trusted research partners, rather than grading its own homework. The brand lift study involved surveying a consumer panel (including a control and exposed group), measuring a lift in brand metrics such as awareness, consideration, purchase intent and brand favorability driven by DOOH campaign exposure. This type of qualitative study allowed Betterment to better understand the campaign's impact on consumer perceptions and intent based on verified exposure. Passing the feasibility test, this campaign ran for over 4 weeks and surpassed the minimum budget of \$100k.

For the online conversion study, to ensure scale and success, we required the following:

- There were at least 15 million impressions generated
- The campaign ran for at least four weeks
- A pixel was placed on the website or SDK
- The control group was set up at least 14 days prior to the campaign launch and that there were at least 10K+ pixel fires per day sitewide

Audience Metrics

Target Audience: Young professionals, aged 25-54 with a household income over \$100K

