Making <u>connections</u> that matter in *financial services.*

An in-depth look at building connected advertising experiences.

While money won't solve every problem, almost 90 percent of consumers say nothing makes them happier than having their finances in order, notes a study by Northwestern Mutual. The problem is, only 28 percent of Americans are considered financially healthy. Not only that, but financial anxiety has been identified as the biggest source of stress among people in the United States—edging out work and relationships for the top spot.

> ## "We have a crisis of anxiety around financial health and wellness—and brands aren't doing a whole lot to fix it. There's a lot of jargon and confusion that keeps consumers from practicing healthy financial behaviors, like saving."

David Poole
Head of Financial Services Center of Excellence, Publicis Sapient

For financial services and insurance firms, this uncertainty provides the perfect opportunity to become the financial guide your customers have always wanted. But it won't be easy. The financial services category is one of the least trusted industries according to the Edelman Trust Barometer.

Consumers are also making new choices every day. Online debit accounts and apps are replacing traditional bank accounts. Investors are choosing online self-service over agents. And insurance customers are wrapping their heads around new options like on-demand and usage-based policies.

As consumers move across mobile, TV, and countless other channels, acquiring new customers in this ever-changing environment isn't easy, especially if consumers don't connect with your ads. But if you can provide them with advertising experiences that speak to their financial needs and goals, as well as connect across every channel and device, you can earn that trust—and gain a customer for life.

Three steps to connected advertising experiences.

<u>Guide</u> customers along their *journey.*

While more channels add complexity, they also provide an opportunity to reach people in new ways and set your brand apart. But to do it right, you'll need to develop advertising campaigns sequenced across channels with messaging that changes according to customer needs.

"So often, campaign assets are created in isolation without a journey view," said Poole. "Instead, brands should customize their campaigns based on customer needs in moments that matter."

Here's how you can ensure your ads hit the mark at every step.

Recognize consumers across devices.

To be sure you reach consumers consistently with your advertising, you'll first need to recognize them across devices. Using technology like an independent device graph can help you advertise to people instead of their devices—all while protecting their privacy.

Let's say an anonymous visitor is browsing your retail banking website. They view your mortgage product pages on his desktop but then click away. On their bus ride home, they download a mortgage product sheet to their phone and later view a product video on their tablet. Even though they haven't provided any personal information, a device graph can associate them with each of their devices, so you can recognize and retarget that visitor with relevant mortgage ads across devices.

Add digital media channels to traditional.

Even though TV can help you reach a wide audience, it's a wasted media spend if you're showing ads to people who aren't interested in your products or to existing customers. And because your competitors are trying to reach the same audience with the same kinds of ads, consumers have a hard time telling brands apart.

Rather than bombarding your target audience only on TV like other brands do, connect with customers through both traditional and digital advertising channels, including video, search, audio, and OTT.

Video Ad CPM Growth by Delivery Method (Financial Services)

Desktop Video ■ CTV ■ Mobile Video
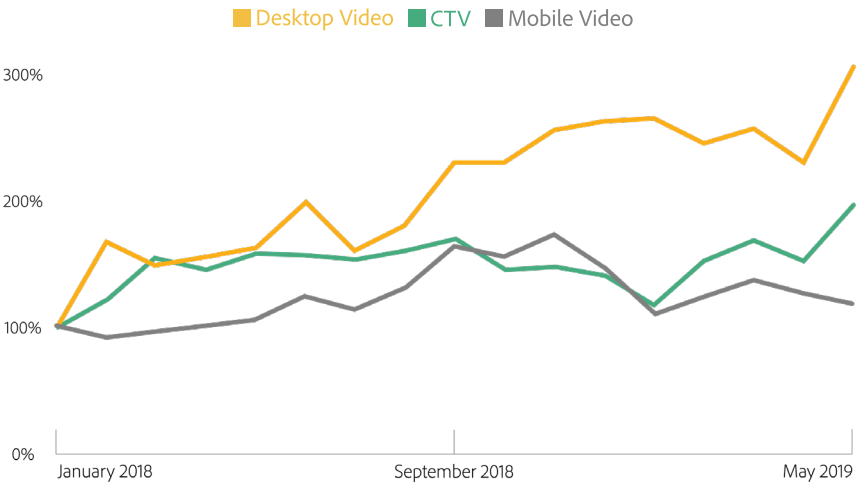
Video ad CPM has grown 3x for desktops and almost
2x for CTV, while mobile has remained relatively constant.

Source: Adobe Digital Insights (ADI)

The Adobe Experience Cloud Device Co-op offers a device graph that connects all known mobile IDs and desktop cookies to connected TVs, which can help you expand your audience targeting across a wide range of inventory. Then you can close the TV-to-digital attribution loop to better understand how TV drives actions and boosts future campaigns.

Whether you're running a TV ad for your latest policy offering or sharing an investment services video, you can keep up with customers wherever they are by allocating spend across channels—and you can ensure you're spending your advertising dollars on the most valuable channels.

Personalize for every channel.
Your customers don't want personalized ads on one device. They expect it with every interaction. One way to give them the most relevant experiences is to tell a story with your ads that customers can relate to. This means taking what you know about customers—including how many times they've seen a certain ad on a particular device—to automatically deliver just the right series of ads to take them through the customer journey. Each ad becomes part of the brand story you want to tell. So you might deliver the opening story line on their mobile, a few "chapters" on TV, and the concluding offer on their tablet. This way, your customers hear a continuous story, no matter how many channels and devices they use.

Allianz ⑪

Allianz was constantly looking for ways to reach the right customers at the moment they needed an insurance product. But because they used separate solutions for paid search, online video, and TV advertising, they never had an entire picture of how their channels were performing.

Using an advertising solution that helps them see from beginning to end, they can now manage advertising across every channel—from search to TV to streaming video—all from one platform. They also get better visibility into which devices and channels are attracting their core audiences. As a result, they lowered their cost per acquisition by 30 percent.

> **"We're on the journey of delivering consistent messages and brand experiences, regardless of where a customer is—be it online, TV, streaming, or other channels. All of these experiences begin with our ability to view, segment, and act on customer data from a single place."**

Mark Dawson
Senior Manager of Digital Optimization, Allianz Group

Design a *unified* advertising approach.

Delivering consistent advertising experiences across channels is wishful thinking if you can't get your own technology house in order. As in many industries, financial services companies are plagued with legacy systems that are difficult to unify, and organizational structures that make it hard for teams to collaborate.

7%
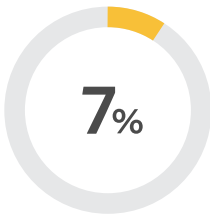
Only 7% of financial services and insurance companies have a highly integrated, cloud-based tech stack.

Source: Econsultancy

Here are some ways you can bring disconnected systems and data together to deliver connected advertising experiences.

Tighten up your budget planning.
Predicting audience behavior across channels is hit or miss, whether you're selling banking services or wealth management solutions. But with artificial intelligence (AI) and machine learning, you can more accurately plan, forecast, and allocate your ad spend across every channel, leaving manual tasks behind and providing better experiences for your customers.

Imagine that you want to find out how much you should invest in your bank's paid search advertising campaigns. Instead of trying to analyze all the data around audiences, devices, geography, and time yourself, AI can run simulations that predict when and where your ads will perform best. You can also count on AI to make spend recommendations across all of your campaigns, quickly adjusting for increases or decreases in budget. These predictive modeling capabilities can ensure that you'll be there exactly when and where your customers need you—from opening a new account to applying for an auto loan.

Consolidate your ad tech.
If you're buying mobile ads with one demand-side platform (DSP), and you're buying TV ads in another way, you'll never get a complete picture of advertising activity across channels. Keep your messaging consistent and your channels in line with a unified DSP. Plan, buy, measure, and optimize media for everything from linear, connected, and addressable TV to video and search—all in one place.

With the ability to make side-by-side comparisons across channels for incremental reach, spend, on-target CPM, or any other combination of attributes, you can make more informed decisions on how to connect with your customers. A unified system will also help you retarget customers, suppress ads for those who have already been exposed, and manage frequency across devices to reduce ad fatigue.

Gather your customer data.
Your CRM and other analytics tools can provide you with important information around customer buying habits and online behaviors, but there's so much more about your customers that you won't know unless you look beyond your own first-party data. Second-party data from your partners can help you connect with wider audiences.

According to Mastercard's Garret Friedichsen, VP of global B2B marketing, the opportunity to build a partnership holds a lot of potential to align on objectives and then coordinate data sharing in a secure way to support the campaign and a common goal. Third-party data like Nielsen strategic data sets and the Nielsen fusion panel—which links data from multiple consumer surveys—can give you an even more holistic picture of your customers so you can personalize ads on a deeper level.

"Adobe Audience Manager has a tremendous repository of third-party data," said Friedichsen. "There's a dedicated website that can help you find the various providers and the various segments that they have. I don't know how much data's there, but let's just say it's a lot."

269%

Mastercard found that using third-party data to target audiences increased click through rates on paid media by 269%.

Source: Adobe

While a data management platform (DMP) like Adobe Audience Manager can assemble and help you manage all this data, the insights become even more valuable once you import them into your advertising platform. Using robust customer profiles can help you determine the most effective ad inventory mix and show your customers that you understand their financial needs.

Indiabulls
HOME LOANS

India Bulls Homeloans—a private housing finance company—used a combination of precise audience targeting and budget allocation to make their search campaigns more efficient, cost-effective, and scalable. The company's digital agency, Social Kinnect, helped them work with Adobe Advertising Cloud, which allowed them to see the entire journey and to generate 40 percent more leads each day, all while optimizing cost-per-click by a factor of more than 50 percent. AI capabilities in Advertsing Cloud, powered by Adobe Sensei, also helped them make the most of their online advertising spend while keeping engagement high.

> "The spend recommendation capability powered by Adobe Sensei helps us bring down costs by making it easier to better structure campaigns and consistently identify keywords that result in more engagement from online searches."

Mihir Palan
Account Director, Digital Media Planning & Buying, Social Kinnect

Go from <u>product-centric</u> to *customer-centric.*

Most financial services campaigns tend to be generic and product-focused, not considering the life events and factors unique to each customer segment. "You could swap out the logos and you wouldn't be able to tell that it was from a different brand," said Poole. "And that makes it really hard to get your audience to take notice or to drive impact."

Retail bankers focus their advertising on credit card rewards or zero-APR offers. Wealth management companies promote their low-fee exchange traded funds (ETF) and retirement programs. And insurance companies push different flavors of their home and auto policies. Because of this one-size-fits-all approach, it's hard to be relevant in consumers' lives in the moment they need you.

Here's how you can stand out.

Predict customer needs.
By connecting the dots between customer needs and your company offerings, you can shift from selling products to guiding customers through their journey. For example, instead of waiting for people to search for homeowners insurance, take a look at third-party data to find out who would be most likely to sign up for a policy in the future.

People shopping for homes, moving, or who indicate they're dissatisfied with their current insurer are good targets, as they'll probably be in the market for a new policy soon. By getting ahead of the need, you can seamlessly make your brand a part of the customer journey, cut down on wasteful spending, and avoid blocked and ignored ads that happen with your competitors.

Adapt to changing behaviors.
Delivering ads that are customer-centric means being able to quickly adapt those ads based on customer behaviors, profiles, and their stage in the customer journey. But when it comes to streamlining workflows between creatives and content marketing or web teams, Econsultancy research found that more than half of financial organizations say they don't have the tools or processes to do so. By connecting customer and ad performance data with your creative assets, not only can you deliver consistent experiences across all of your campaigns, but you can do so at the speed your customers expect.

Keep relevant creative flowing.
To stand out in a sea of generic ads, you need to keep personalized ads flowing. Instead of creating hundreds of versions of the same ad, AI can help you automatically adapt messaging and design at scale. For example, Adobe Advertising Cloud Creative lets you deliver personalized, relevant customer experiences across the entire journey. Get started by building templates to house creative backgrounds, headlines, images, calls to action, and other creative elements. Based on visitor interaction with your content, AI serves up just the right combination of creative elements, allowing you to get the right experiences to customers faster.

❦BARCLAYS

Barclays US Consumer Bank uses data to get a clear picture of what future customers look like so they can provide their audience with the most relevant offers. By pulling together insights around lifestyle habits, travel preferences, and entertainment interests, they were able to better target audiences, improve search and display ad performance, and more efficiently use their advertising dollars. They also plan to implement automated ad personalization and retargeting to make their experiences even more relevant while saving valuable time.

> ## "We want to connect with people who not only have an affinity to Barclays and our partner brands, but are likely to apply for a specific financial product, so we aren't inundating people with irrelevant offers."

Adam Allamar
Marketing Director of Digital Acquisition, Barclays

Make financial dreams a *reality.*

Whether they're battling a financial crisis or celebrating financial freedom, consumers look to organizations like yours to steer them down the right path. And they expect you to meet them where they are. By keeping in step with customers throughout their journey, pulling together disconnected data and systems, and providing relevant data-driven advertising, you can deliver the connected experiences that grow your customer base.

Maybe money can't buy happiness. But if managed right, it can get your customers one step closer to the financial health they've been dreaming of. And once they've achieved it, they'll remember the brands that helped them get there.

Adobe can help.

Named a Leader in the 2018 Gartner "Magic Quadrant for Ad Tech," Adobe Advertising Cloud is uniquely positioned to address the challenges facing advertisers in financial services. Adobe Advertising Cloud gives you an independent, omnichannel advertising platform that simplifies the management and delivery of brand and performance campaigns in display, video, native, search, and TV across any screen in any format.

Advertising Cloud includes Advertising Cloud DSP, Advertising Cloud TV, Advertising Cloud Search, and Advertising Cloud Creative. Using the power of AI and machine learning capabilities from Adobe Sensei, Advertising Cloud is the only independent platform that consolidates and automates customer data, ad creative, and media planning and buying across channels to deliver connected advertising experiences at scale.

With Advertising Cloud Creative as a core element of the Advertising Cloud portfolio, you can easily integrate, manage, and improve your processes for serving up dynamic, personalized creative. And with native integrations to other Adobe Experience Cloud products like Adobe Analytics, you can connect your advertising efforts to the broader marketing journey and use advertising to manage and deliver great customer experiences by ensuring that every ad is relevant, meaningful, and valuable for financial services and insurance consumers.

Discover how financial services and insurance companies create anytime, anywhere experiences.

Learn more

Learn how Adobe Advertising Cloud can help you create connected advertising experiences.
Learn more

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