

**SmartMatch™**

**The Power of Context:**

**Building Trust in Financial Services**

# Our Insights

## New Services

Financial services corporations are striving to enhance awareness and understanding of their diverse range of services to drive growth across all areas of their business.

As financial trends shift, and consequently drive the growth of products such as green bond ETFs or mutual funds, it is critically important for financial services corporations to successfully educate and engage their target audience on products and services to retain and grow market share.

By positioning products in branded content creatives at moments of high contextual relevance, SmartMatch™ delivers increased awareness both for the brand and their products or services.

## **Building Trust**

**Financial services corporations are seeking to grow consumer trust through education and in so doing building brand awareness.**

Following the cost of living crisis, and the economic impact of the polycrisis of recent years, it is key for financial services corporations to establish consumer trust and investor confidence. This can be actioned by promoting thought-leadership, reports, blogs and magazines through a contextual campaign.

SmartMatch™ utilises deep learning to strategically position client's thought-leadership, reports, blogs and magazines with contextually relevant articles across leading regional and international publications, ensuring the right audiences at the right time and in the right place.

# Methodology

These statistics were determined by data collected from click, scroll and impression tags, used to monitor all SmartMatch™ campaigns.

This data was compared to benchmark figures to measure the uplift in results achieved across all SmartMatch™ campaigns.

# Banking

## The Challenge

A private bank seeking to increase brand awareness with High Net Worth audiences globally.



# Our Solution

SmartMatch™ ran a programmatic campaign across premium B2B publishers to target consumers across the desired audiences.

By positioning the client's branded content in the right time and right place, our next generation AI allowed the client to own conversations around key topics, engaging High Net Worth individuals, CIOs, advisors and consultants.

# Our Results

This campaign saw high post click results and high average click through rates, which exceeded industry benchmarks.

Desktop CTR

**+15.8%**

uplift from benchmark

Avg CTR

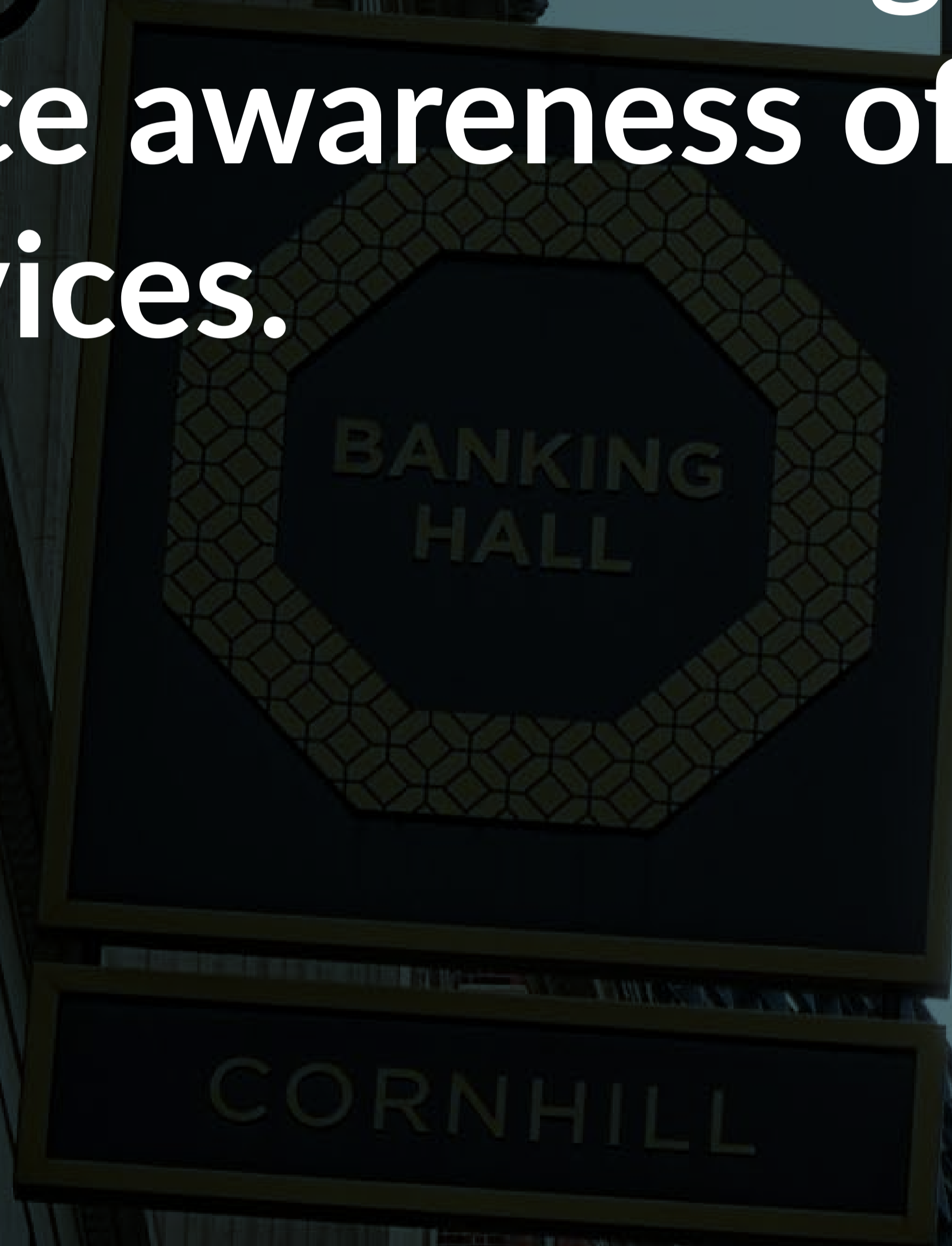
**+45.2%**

uplift from benchmark

# Banking

## The Challenge

A private bank aiming to showcase and enhance awareness of the full range of its services.



# Our Solution

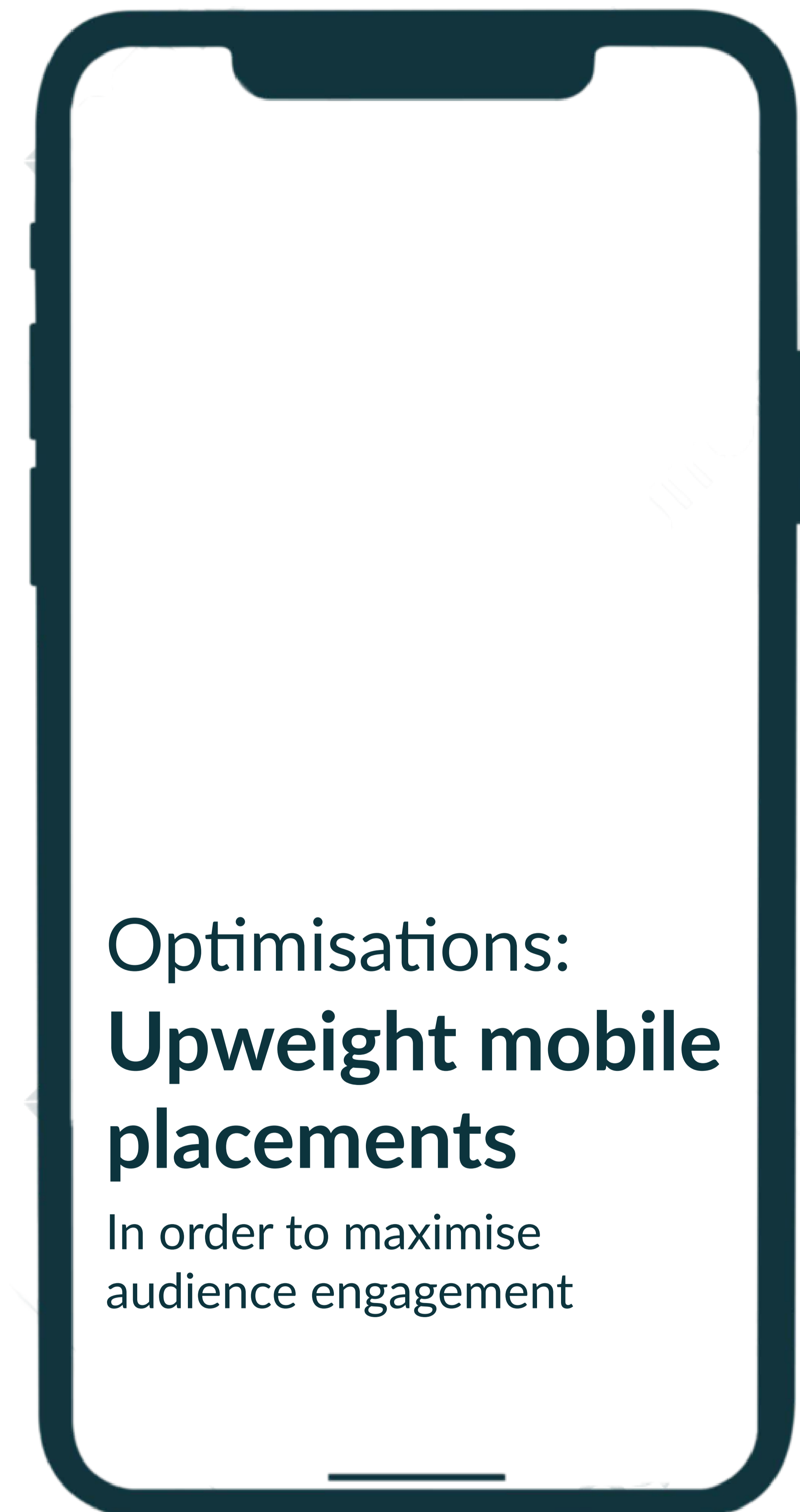
SmartMatch™ AI allowed the client to surface their content alongside contextually relevant articles. This content promotion effectively captured attention when readers were most receptive, using content-driven creatives to educate the target audience on their innovative private banking solutions, while also reinforcing brand awareness.



# Our Results

This campaign saw an uplift in CTR across all ad units, demonstrating that readers were successfully engaging with the content being served.

An average mobile CTR 22% above benchmark outperformed other creatives on all publishers. This significant increase in CTR on mobile devices highlights the growing importance of mobile-optimised creatives in engaging new audiences as readers increasingly consume content on the go.



# Asset Management

## The Challenge

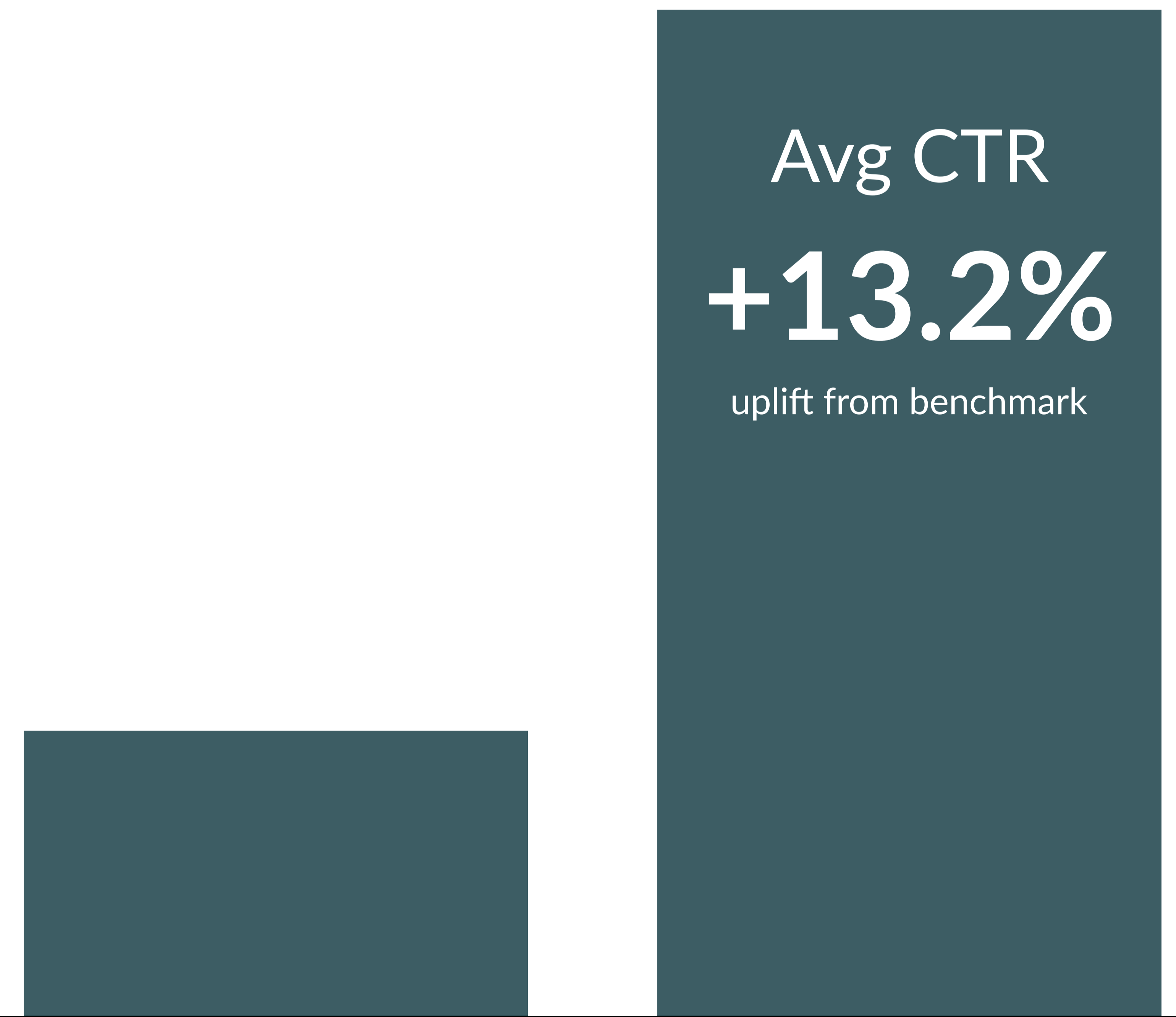
Asset Management firms are hoping to increase global brand awareness by running campaigns across key regions of financial influence such as New York, London, Paris and Frankfurt.

# Our Solution

To boost brand awareness in key financial markets, our team identified top premium foreign language publishers in these regions. We deployed native-language contextual ad units to capture maximum attention, with standout success in Germany across FAZ, Handelsblatt, NZZ, and WirtschaftsWoche.

# Our Results

This campaign saw strong contextual matches across the whitelist of publishers, with the top 4 items matching over 8,000 times. These results reflect both the strength of our targeting strategy, and the resonance of the ad content with key audiences.



**SmartMatch™**

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