

CASE STUDY: FINANCIAL

Financial services company looking to highlight services offered during tax season and reach a younger age range who are seeking information on financial planning and taxes.

Targeting tactics included contextually targeting users consuming family, finance, and business content, audience targeting to college students and young families seeking financial planning, tax information and site retargeting.

Impressions Delivered: 593,000+

Creatives: Display and click-to-call assets

Financial services campaign with multiple goals using a display campaign and different targeting tactics to achieve those goals.

Included multiple displays ad sizes

0.16%

CTR

950

Clicks

593K+

Impressions
delivered