

F500 Financial Services Company Achieves 43% Higher ROAS with SocialCode SmartContent

RESULTS

43%

increase in ROAS with optimized vs. non-optimized content

+50%

cost savings in non-working media investment

4

concrete creative learnings to iterate and improve upon for subsequent campaigns

OBJECTIVE

A Fortune 500 financial services company wanted to acquire new customers and increase usage of its payment product.

STRATEGY

Using historical data, we developed four content optimizations and implemented a controlled A/B test framework, resulting in four statistically significant insights to inform content creation in the future. All four creative optimizations improved performance, ultimately leading to a net 43% increase in ROAS for the campaign as a whole.

CREATIVE INSIGHTS

- ✓ Co-branded partner imagery leads to more efficient usage than callouts of only one brand
- ✓ The richness of Slideshow assets yield better performance than Carousels
- ✓ Adding motion to static content increases both usage and acquisition