



CASE STUDY

Hacking Gen Z Engagement

How TurboTax Achieved 5x Higher Responder Rate



"Hi, Abigail. It's that time of year again! Let's recap what we did together last year and tell you about a few important tax law changes..."

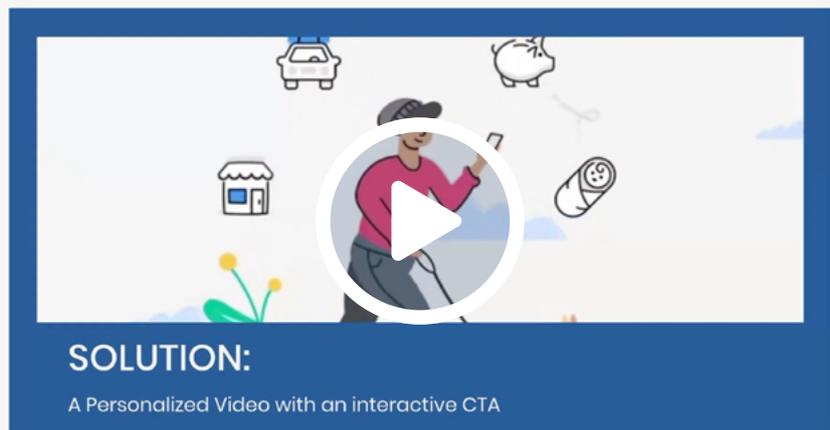
Right from the beginning of the video, TurboTax hooks viewers with a personal greeting and the promise of valuable – and relevant – info. It's the kind of content you want to watch and engage with. (And people did, as you'll see below.)

Sure, taxes aren't the most exciting topic, but it's something we all have to deal with. So hats off to TurboTax for making them approachable and even interesting.

Incorporating personalization and an interactive CTA, this Next Generation Video was a huge success, delivering as much as a 5x higher responder rate, their key metric. Here's how they made it happen.

Watch the Case Study

If you'd rather skip the reading, this case study video [made with AI](#) covers the highlights.



The (Re)Engagement Struggle

Every tax season, millions of Americans turn to TurboTax to file quickly and confidently. But with increasing competition in the market, engaging customers early is key to keeping them loyal.

The challenge was especially pressing with younger audiences like Gen Z and millennials, a tech-savvy cohort that can easily churn by jumping to the next new digital solution for tax preparation.

TurboTax needed a way to reengage both loyal and lapsed customers before filing season kicked off. It had to be something that could:

- Cut through the inbox clutter with relevant, engaging content
- Remind customers of past value while highlighting new benefits
- Make complex tax changes easy to understand

So they turned to Idomoo's Next Generation Video Platform, creating an Interactive Video personalized for millions of users

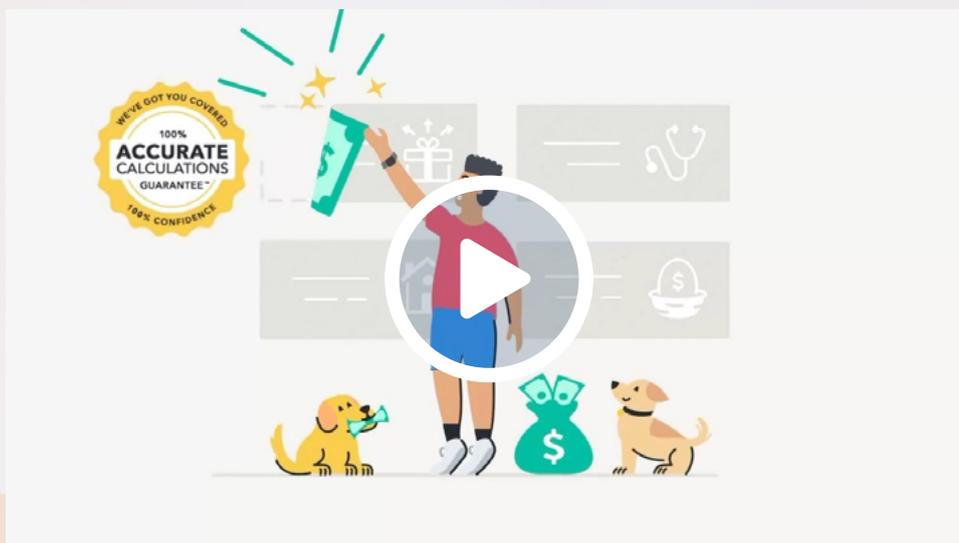
Campaign Kickoff

Created by Idomoo's [award-winning studio](#) and launched in less than two months, the video featured several personalized data points plus a number of optional scenes depending on whether the user had filed with TurboTax the previous year and things like student loans and past tax refunds.

In the end, users received their very own Personalized Video that recapped their last tax season with TurboTax, reinforcing trust and value, and explained important tax law updates in simple, visual terms, cutting confusion and stress.

The [year-in-review angle](#) was great for the campaign timing, hitting inboxes in December. TurboTax also followed our recommendation to use a personalized GIF in the email as an immediate way to signal to customers that this video was made just for them, increasing click-through rate.

Watch the Video



And the videos weren't just personalized – they were actionable. With an interactive CTA, customers could seamlessly move from watching to filing, reducing drop-off and driving measurable conversions.

Results That Add Up

The campaign was a hit. When was the last time taxes were so engaging?

TurboTax got impressive engagement, especially for their core metric: responder rate. Compared to a control group without Next Gen Video, they saw a 2.5x higher responder rate. For churned customers, that jumped to 5x.

By combining clear visuals, interactivity and personalization at scale, they successfully reengaged audiences that might otherwise have gone silent.

And TurboTax achieved their goal of reconnecting with younger, digital-first customers, a demographic that's especially keen on Next Gen Video – [93% of Gen Z](#) want to receive Personalized Videos from brands.

All in all, the campaign strengthened customer trust at a critical moment in the year. So much so that TurboTax did another year-in-review campaign with us the next year.

Quick Recap



Received a 2.5x-5x higher responder rate



Distributed via email with a personalized GIF



Personalized for millions of users



Built-in CTA to drive action



Reengaged churned customers

Takeaways

The numbers tell the story here. The bigger picture is about experience. TurboTax turned what could have been a routine reminder into a dynamic, personalized journey that felt relevant, helpful and even enjoyable. By speaking directly to each customer, they sparked instant engagement and built a deeper connection that translated into real business results.

Here are some top takeaways from the campaign:

- ✓ Personalized Video makes complex topics simple and relevant.
- ✓ In-video interactivity drives action, boosting conversions.
- ✓ A personalized recap delights customers while highlighting reasons to stay.

Ready to make your customer outreach more personal and effective? Browse our [personalized loyalty videos](#) or, better yet, just click the link below to schedule a demo, and we'll share some ideas for your next big win.

REQUEST A DEMO