



PRECISION TARGETING DRIVES AFFLUENT ENGAGEMENT

HYPER-LOCAL CAMPAIGN CONNECTS BANKING
SERVICES WITH HIGH-VALUE PROSPECTS
USING YOUTUBE DEMAND GEN ADS

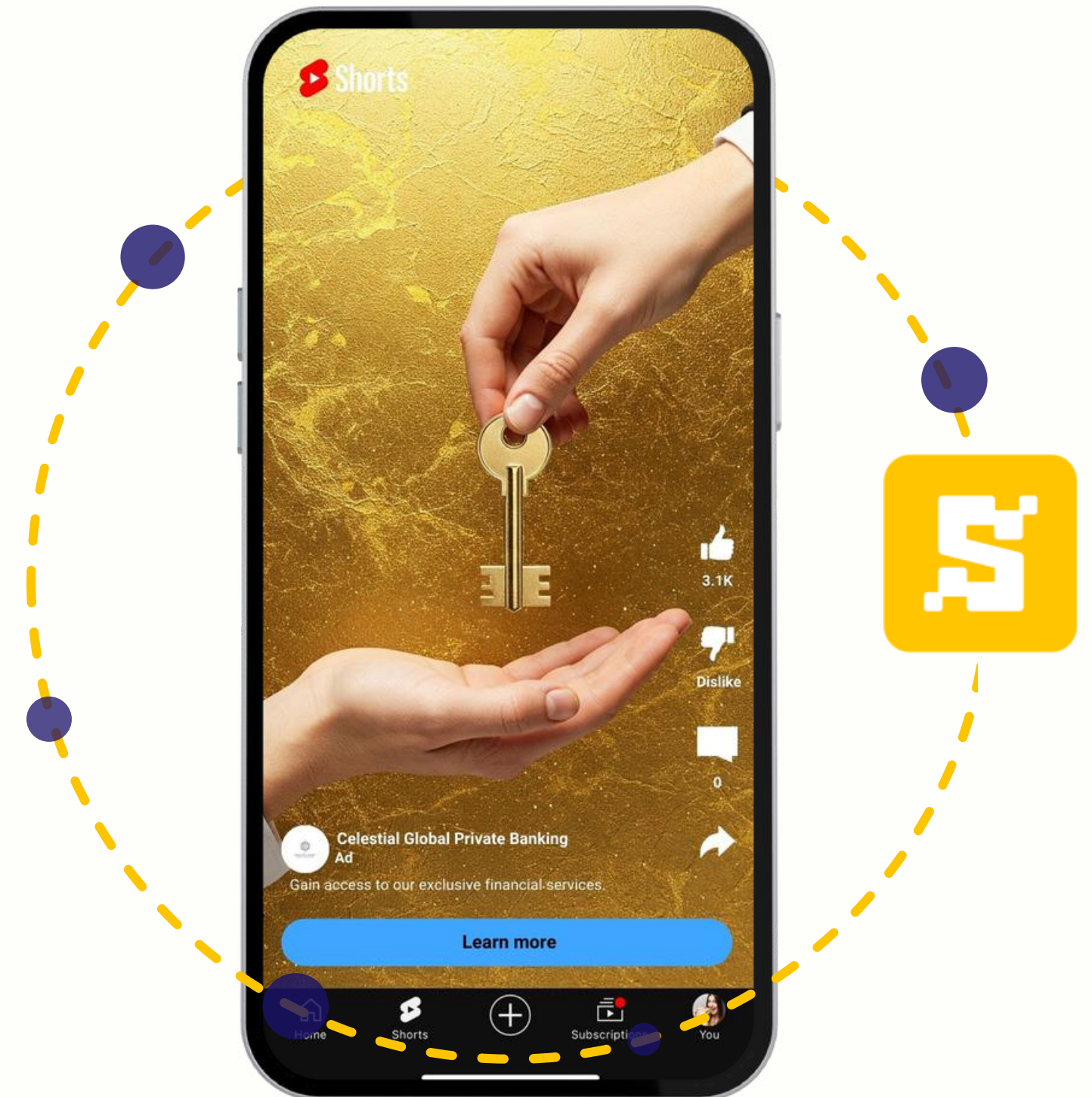
SUCCESS STORY



Client's goal

A financial services provider aimed to elevate awareness of a new, high-touch banking solution designed for individuals seeking a more personalized experience. The team launched a precision-targeted YouTube Demand Gen campaign focused on hyper-local geo-targeting to reach the right audience.

The objective was to connect with affluent, financially engaged consumers—with an always-on approach. The campaign was structured to maximize traffic to a dedicated service landing page, resulting in a 50% CPC achieved efficiency.



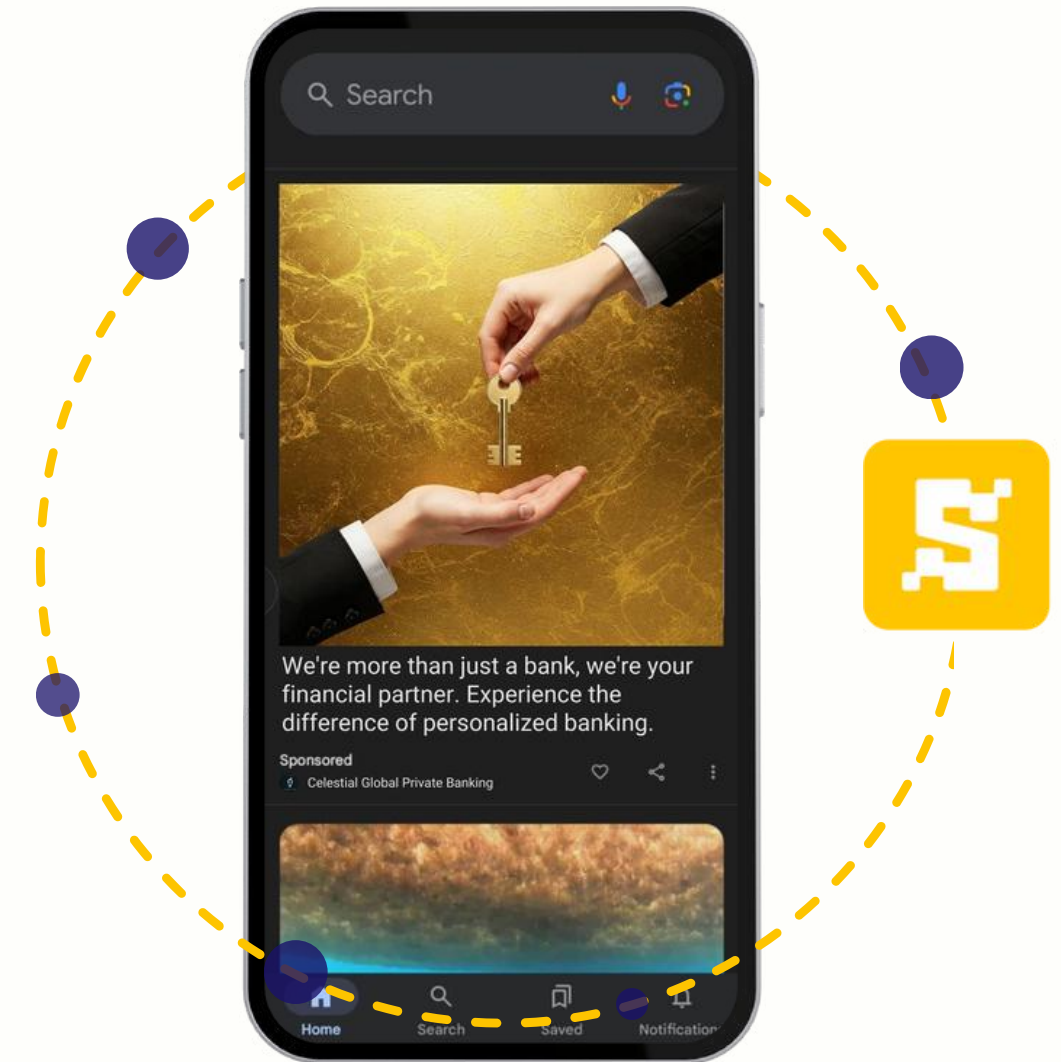
Campaign outcome

50% Achieved Savings

Actual CPC \$0.19 VS.
Guaranteed CPC \$0.38

54% CPA Efficiency

Actual Cost per Conversion \$5.67
Expected Cost per Conversion \$12.20



3.3%

Link Click to High Intent

Of all link clicks, 3.3% resulted in direct engagement with key service categories set by the client—demonstrating clear interest beyond general awareness.

7%

Cost-Efficient In-Feed Placement

YouTube's in-feed format proved optimal for the 30-second asset, delivering more cost-efficient CPC compared to other placements.

99%

Mobile-First Delivery

By excluding CTV and aligning with user behavior, mobile engagement remained responsive and cost-efficient.

Strike solutions

Audience Segmentation by Income and Interest

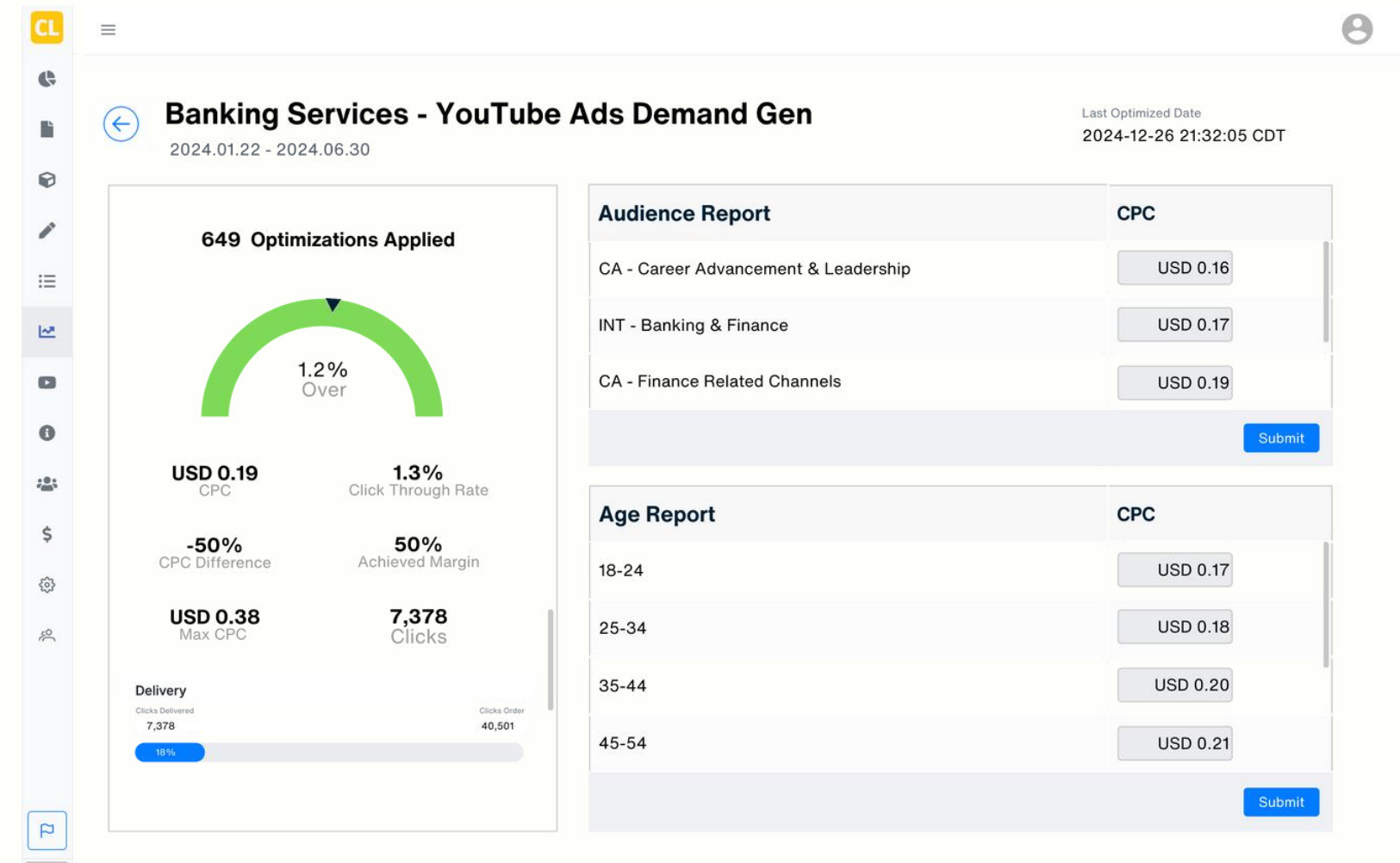
Refined audience targeting combined top 50% HHI overlays with custom placements on financial YouTube channels to connect with affluent viewers. This alignment supported a 111% overdelivery in CPC performance and reinforced a 50% campaign efficiency margin.

Mobile-Only Optimization

By excluding Connected TV and focusing 99% of spend on mobile devices, the campaign aligned delivery with responsive user behavior. This decision reinforced lower CPC rates and ensured high visibility in a scroll-dominant environment, supporting a 3.3% conversion-to-click ratio.

Reaching Affluent Audiences Through Affinity Expansion

With the challenge of targeting job titles on YouTube, the campaign targeted content and categories associated with leadership, investing, and entrepreneurship to connect with viewers demonstrating wealth-building behavior.





IMPROVE PAID MEDIA PERFORMANCE

[START RIGHT NOW](#)

