

PERFECT FIT | BEST CASE

Challenges

One bank wanted to present its new range of sustainable investments to customers and position itself as a sustainable and responsible partner for society.

Solutions

We set up a campaign with the high-engagement cube ad and targeting personal finance interest with the appropriate contextual environment. This enabled us to reach both the right environments and interested users throughout the portfolio and generate very good performance values for the campaign.



Impressions
56K



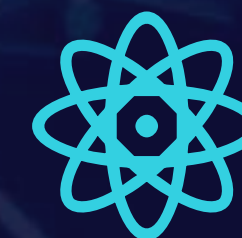
Runtime
01.05.2022 – 30.06.2022



Format
**ROP Multiscreen:
Mrec as Cube Ad**



CTR
8,85%



CTR Uplift
Uplift x19 to peers¹