



## Universal App Campaigns reduces costs and increases installs for Santander, becoming a key component of their mobile marketing strategy.

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### About Santander UK

- Financial services provider
- More than 14 million active customers and 900 branches
- [www.santander.co.uk](http://www.santander.co.uk)

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### About iProspect

- Global digital performance marketing agency
- Part of the Dentsu Aegis Network
- Headquarters in London
- [www.iprospect.com](http://www.iprospect.com)

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### Goals

- Drive cost-efficient downloads of Santander apps using Universal App Campaigns (UAC)

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### Approach

- Ran UAC across entire Google ecosystem

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### Results

- 93% reduction in target cost per acquisition for Santander app
  - 2.4% click-through rate on mobile
  - Due to positive results on the Santander app, extended UAC to support KiTTi, Santander's peer-to-peer payment app
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Santander has established itself as one of the UK's leading banks by offering a host of innovative products. The Santander banking app is a key utility for customers to get the most out of their interactions with the bank. It's also an important tool for empowering customers to bank on their own terms and get the most out of Santander.

While traditionally Santander only ran paid search campaigns, the bank was looking for a new and innovative way to drive cost-efficient downloads of its banking app. iProspect formulated a strategy using Universal App Campaigns (UAC), which combines all the different Google app download products into one offering, simplifying campaign set-up and allowing for maximum reach. Using UAC, Santander beat its target cost per download by 93%. Buoyed by this outcome, the bank adopted UAC to promote its KiTTi app as well.

"UAC has performed well by driving mass installs across Google Search, Google Play, the Google Display Network, YouTube and AdMob," affirms Keith Moor, Chief Marketing Officer. "We were able to get over 53,000 installs at well under our target cost per install with minimal effort from our team." As a result, UAC has become a staple in the Santander mobile marketing strategy.

"The investment in Google's new UAC ad format outperformed all client and agency performance expectations," affirms Chris Whitelaw, President of iProspect EMEA. "Success like this drives Santander's confidence, allowing us to embrace new ad formats that efficiently deliver measurable success."