

CASE STUDY

Interac Association



DoubleClick
by Google

Interac, Leading Payments Brand, Leverages Programmatic Video with DoubleClick Bid Manager to drive product awareness



The Goals

- Drive awareness of *Interac* Flash, a contactless enhancement of *Interac* Debit
- Defend the market position of *Interac* Flash by showing its ease of use
- Validate that digital video is an effective complement to TV for upper-funnel goals

The Approach

- Leveraged in-stream and skippable programmatic video ad inventory across exchanges to determine the best performing video creative
- Expanded the placement of the best-performing creative to TrueView
- Measured the lift in ad recall, brand awareness and brand interest driven by TrueView

The Results

- Achieved an average cost-per-view that's 2-3x lower than the typical cost-per-view for finance advertisers
- Drove high TrueView in-stream completion rates of 21-22%, a best-in-class range
- Produced a relative lift of 14% in ad recall, 8.3% in brand awareness and 2.5% in brand interest with TrueView

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Since its beginnings in Canada in 1984, Interac Association ("Interac") has been recognized as a global leader and innovator in debit card services. Over 24 million active monthly users of the *Interac* debit card rely on the organization to process over 400 million debit transactions each month.

Interac began its move to the forefront of contactless payments by introducing an enhancement to its debit cards called *Interac* Flash. The enhancement allows cardholders to pay for purchases quickly and securely by "flashing" their card in front of a supported reader at checkout.

To stay at the forefront of contactless payments, Interac wanted to drive awareness of *Interac* Flash among current card holders and drive interest among consumers that are in the market for a new contactless enhancement of their *Interac* debit card.

Interac used the services of Media Experts, their media agency, to develop a comprehensive strategy to achieve these objectives.

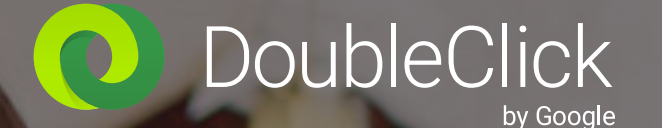
Drive awareness and interest with digital video

Interac has typically used TV to drive upper funnel brand goals, but it hasn't always used programmatic video ads to do the same. To market *Interac* Flash, Media Experts wanted a measurable digital video strategy that could help them validate continued investment in brand building with video.

In partnership with, Interac, and the agency's trading desk, Xpeto, Media Experts executed a plan to drive awareness and interest with programmatic video through DoubleClick Bid Manager. The plan would leverage video across the exchanges and the proprietary TrueView format on YouTube and across other video publishers. The plan would also leverage a Google Brand Lift study to provide a key ingredient for Interac: measurability from a brand-building perspective.

“DoubleClick Bid Manager gave us the best opportunity to reach our target audiences, for the *Interac* brand, that were watching high-quality, brand safe video content across the web and the ability to easily measure the impact of those ads”

Yuli Shumsky, Director, Programmatic Systems at Xpeto (IPG)





Start on the exchanges and expand to TrueView

The programmatic video campaign for *Interac* Flash began with two 30-second video creatives from agency Zulu Alpha Kilo. These creatives ran on placements bought through DoubleClick Bid Manager and ran across ad exchanges including DoubleClick Ad Exchange. From there the client, Interac, selected the creative that had achieved the best completion rate to run as a TrueView in-stream video ad, which is a choice based video ad format that plays for five seconds and then gives viewers the choice to skip or continue viewing the ad.

Media Experts implemented the first phase of the Interac campaign across exchanges in May and June 2015 by placing the two different video creatives into in-stream and skippable video inventory. On the exchanges, the two creatives, "Childproofing" and "Buddy," competed for the best completion rate.

Two video creatives compete for placement on YouTube TrueView

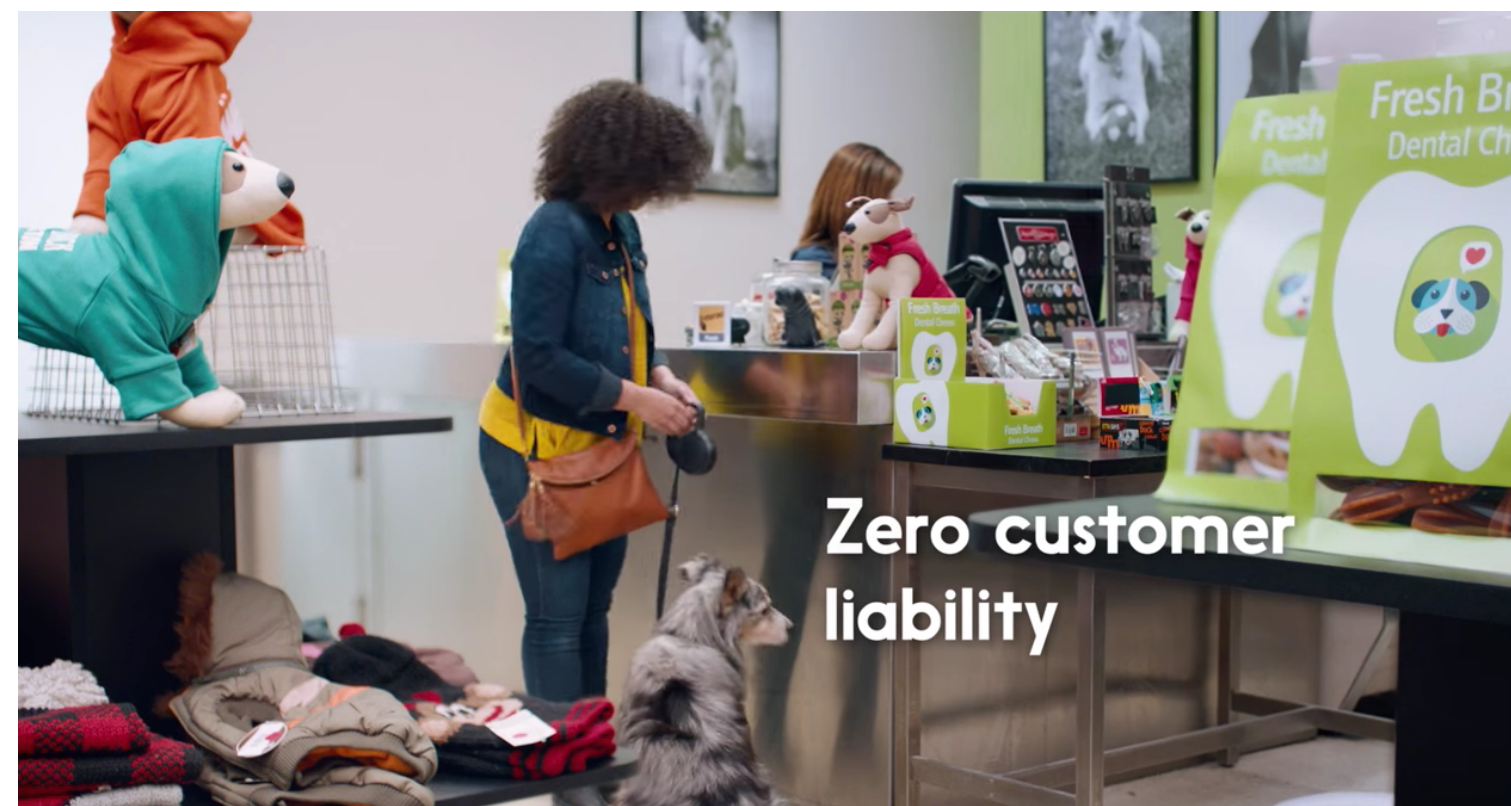
"Buddy," where a woman shops for her dog using *Interac* Flash, achieved the best in-stream and skippable video completion rates across the exchanges at 67% and 22% respectively, versus 62% and 21% completion rates for "Childproofing." From August 24th to September 20th, Media Experts then expanded the Interac campaign to YouTube TrueView exclusively with the "Buddy" creative.

A Google Brand Lift study was included with the TrueView campaign that created 2 random groups: one exposed to the *Interac* Flash "Buddy" ad and one randomly selected to see other ads.

The Brand Lift study did more than just prove that Interac was achieving its brand goals with programmatic video. It also provided Interac with insights that can provide direction for future campaigns. For example, Media Experts targeted categories and affinities that they expected to skew toward females, like Fashion & Beauty, Shopping & Retail, Lifestyle, and Entertainment. Despite this skew in the targeting, the "Buddy" TrueView creative had the strongest impact on improving ad recall with men ages 25-34. In terms of improving brand awareness, the creative had the strongest impact with adults ages 55-64. In future campaigns, Media Experts and Interac can tailor their video creatives to these demographics in order to directly drive ad recall and brand awareness with them.



Childproofing



Buddy

30-second video creatives "Buddy" and "Childproofing" competed for the most video completions across the exchanges. "Buddy" won the competition and became the campaign's exclusive TrueView video ad for one month.

"Traditionally the brand lift surveys that we run on TV or video campaigns can take weeks or months. In many cases the results get to us well after the campaign is has been completed. The Google Brand Lift study we executed, gave us the ability to quickly measure the campaign in-flight so we could make broadcast and video adjustments in near real time."

Phil Borisenko, Director, Mediasystems at Media Experts (IPG)

“The campaign recommendation from Media Experts to run programmatic TrueView campaigns through DoubleClick Bid Manager helped us achieve our objective to drive consumer awareness in *Interac* Flash. We're thrilled with the results of our first TrueView campaign”

Jennifer Lee, Senior Marketing Manager, Interac Association



Best-in-class brand lift and cost-per-view results

The overall results of the Brand Lift study validated Interac's strategy to achieve upper funnel brand goals with programmatic video advertising. The YouTube TrueView campaign produced a relative lift of 14% in ad recall, 8.3% in brand awareness and 2.5% in brand interest. These best-in-class branding results came along with cost benefits as well. Interac achieved a cost-per-view that was 2-3x lower than the typical cost-per-view for finance advertisers.

About Interac Association

Interac Association is a recognized world leader in debit card services. It is responsible for the development and operations of the Interac network, a national payment network that allows Canadians to access their money through *Interac* Cash at more than 65,000 Automated Banking Machines and Interac Debit at 766,000 point-of-sale terminals across Canada. *Interac* Flash is a secure contactless enhancement of Interac Debit that allows Canadians to pay for items instantly with their Interac chip debit card at a reader that supports *Interac* Flash.

About Media Experts

Media Experts is a media agency with over three decades of experience managing media investments in all markets in Canada and the United States, across all media channels. The agency's focus is to make a bigger impression for advertisers. It orchestrates paid, owned and earned media to amplify its customers' advertising and drive results.



About Zulu Alpha Kilo Inc.

Zulu Alpha Kilo is a creative agency based in Toronto, Ontario, Canada. It was founded in July 2008 by Creative Director Zak Mroueh and has a full-time staff of 70 people. Its clients include Audi Canada, Bell Canada, Cineplex Entertainment, Interac Association, Labatt Breweries, Aequitas Innovations, ParticipACTION, and Workopolis. Everyone in the company belongs to one company-wide creative group, and free-spirited, collaborative ideation is one of the agency's core principles.

About DoubleClick Bid Manager

DoubleClick Bid Manager is a next-generation demand-side-platform (DSP) providing advertisers, trading desks, and agencies with greater transparency and performance in global display media buying across ad exchanges. Proprietary algorithms analyze every impression and optimize buying in real time to meet advertisers' unique objectives. Powerful targeting combines audience and contextual data to reach the right audiences at the right moments. DoubleClick Bid Manager is fully integrated with DoubleClick Digital Marketing, streamlining workflows and reporting and enabling true cross-channel buying.

