

# V2 Case Study: Fintech Native Ad Campaign

- **GOAL:** Drive additional attention for new fintech service among banking and lender audiences
- **STRATEGY:** Repurpose earned media placement in American Banker as native display ad – driving additional traffic to positive, message-rich story on new product launch
  - Place on national business outlets
  - Add overlay of data targeting focused on banking and lender titles
- **Results:** Initial pilot campaign drove nearly 175k impressions and more than 280 clicks from highly relevant audiences

The collage includes the following elements:

- Axios Website:**
  - Article: "U.S. economy surprises with 273,000 jobs added in February" with a photo of a Jamba Juice store.
  - Article: "Exclusive: How the FBI combats China's political meddling" with a red star and gold coin graphic.
  - Article: "The average NBA team is now worth \$2.1 billion" with a photo of a basketball player.
  - Article: "Gentlemen (and ladies) prefer bonds" with a photo of two people in formal attire.
- American Banker Website:**
  - Article: "Nova Credit tech turns bank account data into credit assessments" with a blue 'Watch now' button.
- Performance Table: Top 3 ND Performers (by CTR)**

Ad Title	Impressions	CTR
Get a Complete Risk Profile for Consumers Across the Credit Spectrum	35,768	0.22%
Fintech Introduces New Underwriting Tool	32,777	0.16%
Nova Credit Tech Turns Bank Account Data into Credit Assessments	15,496	0.16%