



Summary

French banking solution Banque Française Mutualiste (BFM) wanted to use the powerful targeting capabilities of mobile to deliver individual brand video messages to its key audience segments: military, police, nurses, cleaning operatives. It, therefore, sought a technology partner that could help it to identify and reach these ideal customer profiles on mobile.

By working with Ogury, the creator of the first advertising engine driven by user choice, BFM was able to engage with its key customers successfully and to achieve campaign results that exceeded all performance benchmarks.

Facts

82% average VCR
(Video Completion Rate)

91% average Viewability

75% V2CR
(Viewable Video Completion Rate)

>99% Brand Safety

<1% Invalid traffic

Challenge

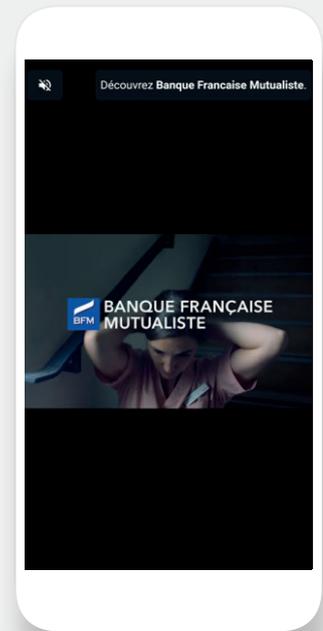
BFM is a French bank whose offer is specially designed for public service agents (military, police, nurses, cleaning operatives). As such, it decided to design a highly personalized communication campaign using multiple video messages - each adapted to the profession and daily life of its customer base. Although traditional media such as TV, print, and out-of-home offer strong outreach capabilities, it wanted to leverage mobile as a complementary channel, to ensure each message was delivered to the right audience. That's why it needed a technology partner that would enable it to segment its key audience, understand their behavior on mobile, and reach them with the right message to generate unmatched levels of engagement.

Solution

Fueled by unique, reliable mobile data from over 400m consented user profiles, Ogury enabled BFM to uncover the true characteristics of each of its personas, including demographics, mobile user journeys across apps and websites and discriminant brands and interests. Armed with this information, BFM used **Ogury User Engagement** to attract its ideal customers with a video message that truly resonated with their needs and everyday life.

The brand delivered the campaign on OMID-compliant inventory, which allowed for accurate in-app viewability measurement. To provide a complete picture of the campaign's success, Ogury also measured a new and much more accurate video ad performance KPI: Viewable Video Completion Rate, or **V2CR***.

*Viewability x Video Completion Rate



Video Campaign - Managed (CPV)

Results

The ad campaign was able to achieve exceptional levels of performance, reaching 91% viewability and 82% average VCR. With 75% V2CR, the campaign surpassed Ogury's own benchmarks of 67%. The IAS also reported an average brand safety percentage of more than 99%, with the campaign seeing less than 1% invalid traffic.

“Ogury's powerful data solution allowed us to have a thorough understanding of our customer base. The team was able to understand and adapt their brief to our needs and objectives, which enabled us to achieve exceptional results.”

Virginie Diallo
External Communication Manager
Banque Française Mutualiste