



Summary

Visa is well-known for facilitating the electronic transfer of funds worldwide, most commonly via credit cards, debit cards and prepaid cards. But in order to stand out in Italy - a market known to favor cash transactions - the company needed to increase brand awareness and find an innovative way to promote the use of its cards, particularly for small transactions.

In partnering with Ogury, Visa and Starcom Media were able to use the insights drawn from consented mobile user and behavior data to reach and engage the right audience, with huge success.

Facts

94.9% VCR

93% Viewability - CPV campaign

88% V2CR

10.2% CTR

92% Viewability - CPC campaign

+83% Ad Recall

Problem

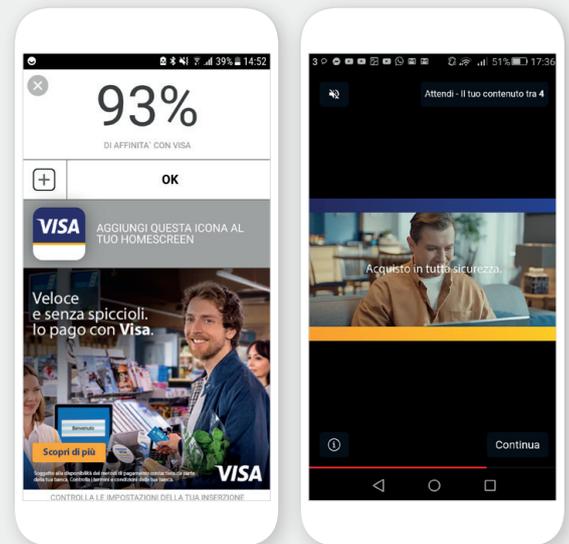
As a renowned multinational financial services corporation, Visa is an established leader in facilitating card transactions globally. But when it came to the use of cards in the Italian market, the company needed help promoting it. As such it sought a technology partner that could help identify and reach its ideal users across three specific audiences: reserved card purchasers, affluent card lovers and ambitious card payers.

As Visa was aware that mobile devices were key to reaching these specific audience groups, it chose to partner with Ogury to deliver a mobile-specific campaign that would increase awareness of its brand and encourage the use of card transactions.

Solution

Through **Ogury Active Insights**, Visa was able to leverage reliable mobile user and behavior data to identify the three different audience clusters it wanted to reach: reserved card purchasers (frequent cards users for online and everyday shopping with an average income), affluent card lovers (65% male dominance, addicted to credit cards, living in city centres and interested in the environment), and ambitious card payers (less than 30 years-old, using credit cards for the first time). These were identified based on the affinities, likes and dislikes of the intended audience clusters across mobile apps used and sites visited.

Using **Ogury User Engagement**, a CPV campaign was then created to deliver three different creativities to the determined audiences. Ogury then re-contacted the users who watched the entire video, offering a full-screen CPC creative, enabling them to get more information about the advantages of having and using a Visa card. This approach allowed Visa to create dedicated, relevant messages for each of its intended audience groups and to connect with them successfully.



Results

This strategy, including the accuracy of the audiences identified and engaged with through the specific creatives made the Visa 'I Pay' campaign a real success.

The video campaign reached an outstanding VCR of 94.9% (+21% compared to Ogury's Italian CPV campaign benchmarks); 93% Viewability (+24.7% compared to the benchmark required by Visa) and a Viewable Video Completion Rate (V2CR) of 88% (+23.9% compared to Ogury campaign benchmarks).

The display retargeting campaign reached a CTR of 10.2% (+41% compared to Ogury's Italian CPC campaign benchmarks), 92% Viewability (+23.9% compared to the benchmark required by VISA), with an exceptional +83% Ad Recall achieved.

“For Visa, Ogury represents a strategic partner for digital advertising and mobile activation. Thanks to Ogury's unique and reliable insights, we have been able to reach our ideal audiences and achieve the objectives of the campaign, with creativity. Attracting users with precise and granular data is essential, as it allows us to engage Visa cardholders on mobile effectively.”

Matteo Brignoli

Senior Manager, Digital Marketing & Social Media, Visa