

CASE STUDY

TARGETED AWARENESS FOR PRUDENTIAL ADVISORS' B2B & B2C TARGET AUDIENCES

OBJECTIVE

Drive targeted awareness for Prudential Advisors by promoting long-form video content to 1) consumers to find a Financial Professional and 2) financial professionals to join Prudential Advisors.

STRATEGY

Acuity leveraged TrueReach® to identify low-noise weeks to increase Prudential's Share of Attention® and leveraged various tactics including: prospecting of lookalike users, contextual keywords, and 3rd party behavioral data.



AUDIENCE

Using contextual targeting, Acuity successfully reached consumers seeking financial assistance.



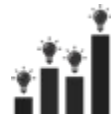
B2B SEGMENTS

Bombora's 3rd party B2B data segments were used to reach financial advisors and professionals.



OPTIMIZATION

A combination of creative and tactic optimization was done in real-time to strengthen campaign performance.



TRUE REACH

We leveraged True Reach® to identify low-noise week to maximize Prudential's Share of Attention® while maintaining cost efficiency.



Prudential

RESULTS

1M+

Video Completions

72%

VCR vs. 45% Benchmark

