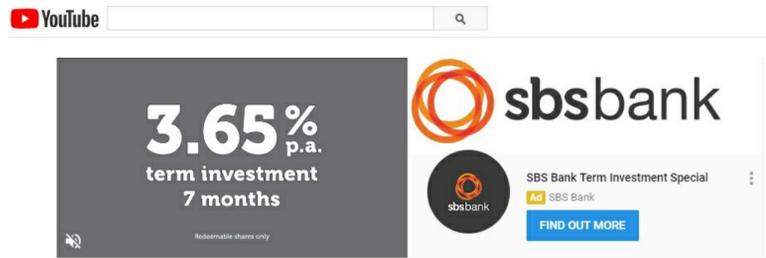


# Case Study: SBS Bank - Investments Special

How YouTube video helped in engaging new customers



## SBS Bank

Industry: Banking & Finance  
Location: New Zealand

### Company Bio

Founded in 1869, SBS remains as one of very few New Zealand owned and operated banks. Focused on building mutual trust and benefits, the bank supports its members from first home, to investing, retirement and anything in between.

## Overview

With particularly strong Term Investment special rate available during the 3 weeks in May & June, SBS Bank was looking to significantly increase the reach of their message. Having no physical branches in Auckland, the biggest population centre in New Zealand, we recommended using YouTube to connect with that audience.



How the activity performed?	Video Views	New Subscribers	Video Played 100%	Leads Generated
	<b>160k</b>	<b>144</b>	<b>36%</b>	<b>8</b>

## The Challenge

Understanding that SBS Bank's brand presence in Auckland was limited due to the lack of physical branches, we wanted to use a channel which deliver significant reach among all demographics. As Aucklanders have some of the highest disposable income rates in New Zealand, connecting with this audience was extremely important to our business objectives.

Our challenge was to deliver high reach among relevant audience. This in return was to not only generate increased brand recall and offer awareness, but also translate to quality website traffic and possibly new leads.

## The Approach

Our approach was to focus on high reach and most impactful placements in the first 2 weeks of the activity, and shift to to carefully built remarketing audiences in the final week, to maximise the conversion potential of this activity.

**" Using high-reach solutions like Masthead and True View also gave us the opportunity to leverage search campaigns more innovatively."**

- James Julian,  
SEM Director

## The Solution

We decided to start with a high frequency True View activity, to drive views of our TVC. This was targeted using Interest and Topic categories, and optimised to generate views.

Week 2 started with a mobile & desktop Masthead format, which contributed to significantly to the campaign. We enhanced the video with a custom thumbnail too, to ensure our key messages reaches all users, regardless of the length of the video they watched.

This is when we also activated our remarketing layer, using exclusively Bumper Ads. The 6-seconds cut was created specifically for this placement, where we re-engaged with those who already seen our video ads, but who haven't enquired about the product via our website.

## The Results

Within the 3 weeks of this campaign, our full-length ad was viewed over 160,000 times, with 36% completion rate. This is an excellent result, particularly for a financial product. 47% views and 48% of resulting website sessions originated in Auckland, demonstrating how powerful YouTube's reach is. This traffic generated 8 leads, achieving conversion rate of 1.1% - much higher than campaign's average of 0.24%. SBS Bank gained 144 subscribers as a secondary benefit of this activity also.

8 Investment Account Enquiries

144 New YouTube Channel Subscribers

160k Ad Views

## About NZDMI

NZDMI is a data agency, focused on smart solutions. We provide a full range of marketing services, as well as training, consultancy and public speaking.

Our team consists of 6 passionate 'doers' with everyone equally involved in the day-to-day work. Our clients spread across the island, the country and the world, with new exciting challenges set for us each day.

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