



Driving Financial Engineering Course Sign-ups

OVERVIEW: The client is a Multi-National Bank, HQ in Singapore, that offers Financial Engineering courses and provides students employment opportunities with the Bank.

Objective:

- Sign up more students globally for a financial engineering flagship course
- The goals were to bring down the CPC (cost per click) by at least 20%

Approach

1. **Contextual:** Targeting students interested in learning about the financial domain e.g based on the content like how payment gateway works, how credit cards work, or interested in keeping up with regional financial markets, etc.
2. **Reporting:** Through granular reporting, clients were able to pull data and optimize across CTR & CPC at different levels of Targeting, Domain, Creative, Audience, and Publishers.
3. **First Party Data:** Targeting first-party data by uploading hashed emails, and MAIDs into the platform and running customized messages against those segments

Outcomes

- Around 50% improvements in CTRs
- Click to Session rate increased overall from 60% in May to 86% in Nov

