



Case Study

Client : *Paypal*

IAVAS



○ Overview

*Using in-feed native placements to seed video for PayPal.
Generating engagement and ultimately sign-ups and transactions via the PayPal*

○ Run Dates

1/5/2015 - 30/6/2015

○ The Challenge

PayPal offers a simple way to pay. You no longer need your credit card at the ready to complete online transactions. You can pay at the touch of a button and on your mobile; a service that deserves more attention.

The challenge was to drive awareness, prompting new users to sign-up and promote incremental transactions amongst an existing customer base.

○ Target Audience

Adopters of online and mobile banking, with Millennial and ABC1

○ Action

PayPal created a 30 second video promoting the brand and their services. Adyoulike seeded the campaign via our Native Video product: video launched as a large format lightbox from premium in-feed native editorial placements across the Adyoulike native network. Upon click through and video completion the user was redirected through to the PayPal sign-up page.

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<p>The simple way to pay FIND OUT MORE Promoted by PayPal</p>	<p>McFly's James and Harry lead tributes for Lil Chris who has died age 24 LIL CHRIS</p>	<p>Zayn Malik leaving One Direction if his lawyers can 'find him a way out' ZAYN MALIK</p>
<p>Angie Jolie talks cancer scare: 'I know my children will never have to say, 'Mom died of ovarian cancer'' ANGIE JOLIE</p>	<p>Kanye West 'wants a showdown' with Rick KANYE WEST</p>	<p>Angie Jolie talks cancer scare: 'I know my children will never have to say, 'Mom died of ovarian cancer'' ANGIE JOLIE</p>

Latest	Editor's Picks	Popular Today
<p>Promoted by PayPal</p> <p>PayPal</p>		

PayPal

A SIMPLE WAY TO PAY

Forget about filling in forms, paying with PayPal is simple. Just one password, one login and one click to pay and you are done.

[Sign up for simpler checkout](#)

Click here to see a live demo for '[A Simple Way To Pay](#)'

Results

Adyoulike in-feed advertising receives significantly higher engagement rates than traditional display: ads are shown in the environment where consumers are engaging with content. Here are the end of campaign stats::

- Impressions : **8,383,797**
- Click to View : **2,03%**
- Completed Views : **43,13%**
- Transactions : **53,808**
- Sign-ups : **1,026**

Ratios of transactions and sign-ups per impressions served in relation to Facebook/YouTube:

	facebook.	You Tube	Adyoulike <small>Native Advertising®</small>
Transactions	0,42%	0,31%	0,64%
Sign-ups	0,006	0,007	0,012

Campaign KPIs of engagement were met

The campaign was optimized to completed views, which translated to meeting all three KPI criteria: increasing awareness, new user sign-ups and increasing transactions.

Three Keys to Success:

1. Relevant content (length of video and engaging style), distributed in relevant contextual environments across device: nmobile, tablet, desktop.
2. Our in-feed placements meant engagement rates were high with over half of viewers watching the 30 second video to the end.
3. Including a call to action within video ensured both branding and performance KPI's were met as measured by post impression and post click activity.

«Adyoulike offered PayPal a **unique opportunity to engage with their primary audience** in the May/June activity. The campaign provided an outstanding introduction to native advertising, and delivered enviable results throughout. Suffice to say PayPal are keen to continue working with Adyoulike across future campaigns.»

Matthew Tagg
Havas Media Group