



ANSWERING “LIFE’S QUESTIONS” ON PEOPLE’S MOST PERSONAL DEVICE

Mobile relevancy targeting achieves results 200% better than all other partners on the plan



SUMMARY

“Life’s Questions” is UBS’ highly acclaimed brand refresh and ad campaign that plays on life’s most common questions. Questions like “Is Santa real?” might not have immediately obvious financial implications, but after all, every financial decision is an emotional and personal decision of an individual.

The ad campaign for “Life’s Questions” was launched in 2015 with a 70% focus on digital to align with the media consumption habits of UBS’ target audience, wealth managers, investment bankers and corporate institutions. Ogury supported the “Life’s Questions” campaign with a mobile specific full screen video ad campaign during Q1 and Q2 of 2017.

Using Ogury’s mobile relevancy targeting based on proprietary device-level 1st party behavioural data, the campaign did not only achieve high awareness of the brand refresh, but the users could also seamlessly directly engage with the content.

Ogury achieved quality visits results far above 2016’s average and more than 200% better than all other digital partners on the plan in 2017.

“We are thrilled to have partnered with Ogury as it keeps delivering strong and consistent results across a number of our campaigns.

On the brand campaign it has demonstrated solid technology capabilities in terms of reaching a hard to get audience, while keeping them engaged through the bookmark on a continuous basis – even after display activity was switched off.

Delivering solid quality visits for our client is key and Ogury has outperformed all other partners. Let’s keep up with this success!”

NANCY LA LOGGIA, GLOBAL ASSOCIATE DIRECTOR,
SPARK FOUNDRY



for



CHALLENGES

UBS “Life’s Questions” was launched with a 70% focus on digital. Ogury supported the “Life’s Questions” campaign with a mobile specific full screen video ad campaign during Q1 and Q2 of 2017. Other media partners included BBC, CNBC, Economist and Quartz, as well as lifestyle print titles.

The videos were designed to stir customers’ imagination and emotions. Clients choose financial products because they speak to the values and demands they have as individuals, these are emotional and personal decisions. So, the objective of the campaign is to make clients feel like the bank understands them, and can help them find the right answers.

The brief for the mobile campaign was to drive quality traffic to the UBS brand hub page <https://www.ubs.com/microsites/together/en/lifes-questions.html> Quality visits were defined as visits to the microsite with at least one of the following actions: More than one page view, video start, file download, click on exit link (social share, partner site, etc.), scrolling down and spending at least 10 second on the site.

The objective of the campaign was to reach and engage English speaking high net worth individuals with business and high end luxury interests on their mobile devices in five markets around the globe, US, UK, DE, HK and SG.

HOW OGURY HELPED

Mobile played a pivotal role within the digital media mix, as the target audience is increasingly running their lives through their mobile devices. UBS needed to find a way to tap into the target group’s mobiles to meaningfully engage with them.

Ogury was in a unique position to tackle this challenge, because it has access to behavioral and interest data from mobile devices that is not available anywhere else.

Ogury’s true mobile data is unprecedented in accuracy – behaviour is observed rather than self-reported; recency – it is active real-time user data; and scale, the technology enables Ogury to know interests of each individual user in their network of mobile profiles.

For the UBS campaign Ogury built a bespoke targeting matrix for the UBS target audience. This matrix included websites and apps that signaled interests in premium business, wealth management, and high end luxury.

Based on this matrix Ogury’s intelligent targeting technology analysed its proprietary mobile dataset to calculate a relevancy score for each user while machine learning optimised the delivery of the campaign in line with the campaign objectives. The targeting algorithm then selected only the most suitable in-app ad impressions, and served ads only to users with the highest relevancy scores, guaranteeing a high interest of targeted users in UBS and exceptional post click results.

Ogury’s high impact format also included a click to bookmark feature, which enabled quick and easy re-engagement for the user directly from the home screen of their mobile devices, after having been exposed to an ad.

Serving this highly emotionally engaging campaign on people’s most personal device – their mobile – added to the success and the high engagement rates.

RESULTS

Using Ogury’s mobile relevancy targeting meant that the campaign did not only achieve high awareness of the brand refresh campaign with the target audience, but the users could also seamlessly directly engage with the content, unlike after seeing a print ad for example. Ogury’s click through rate (CTR) was 9.6%, compared to the campaign average of 1.6%.

The quality visit rate (QVR), the ratio of quality visits vs impressions, of the digital activities run in 2016 was 0.13%. Ogury delivered over 56,000 quality visits (17% of all Quality visits) for UBS during its campaign and achieved an average QVR of 1.4% with its mobile campaign, a result far above 2016’s average and more than 200% better than all other partners on the plan in 2017.

Quality Visits

56,000
delivered
quality visits

17%
of all quality visits