

CHALLENGE

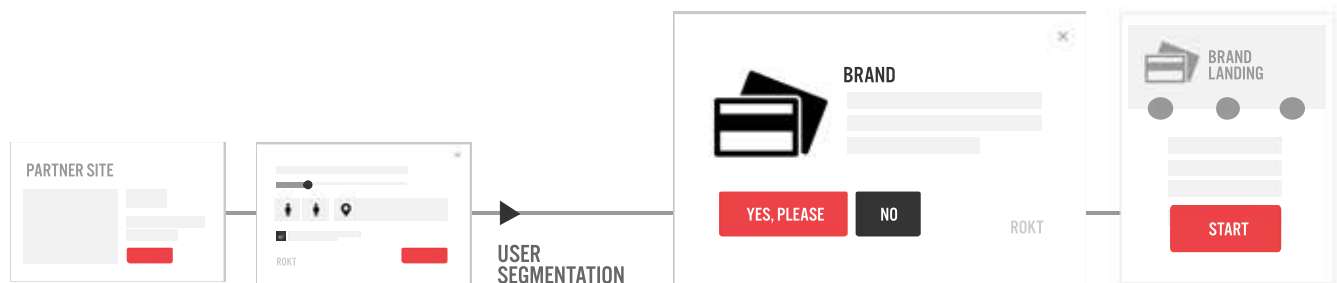
A GLOBAL CREDIT CARD ISSUER LOOKED TO FIND A CHANNEL THAT WOULD FIND APPLICANTS COST-EFFECTIVELY AND ACHIEVE STRONG RATE OF CONVERSION TO CARDHOLDERS.

250,000
Impressions

34%
CTR

↓ 30%
Under budget

ROKT SOLUTION



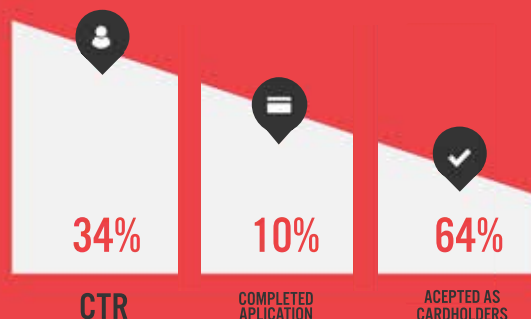
ROKT targeted consumers on partner sites whose buying habits and characteristic suggested interest in the credit card and a high likelihood to meet cardholder requirements.

Ads presented at the point of transaction, when consumers are most receptive to marketing messages relevant to them, asked for email addresses and then directed them to a landing site where the application process began. Interest in the card was nurtured with follow-up emails

RESULTS

250,000
IMPRESSIONS IN 3 MONTHS

85,000 EMAIL ADDRESSES OF
TARGET PROSPECTS CAPTURED



↓ 30%
COST OF ACQUISITION
UNDER BUDGET

“ROKT’s performance has been consistently strong as an acquisition mechanism. In fact, it has become a lead channel to gain new cardholders since we began using its platform two years ago.”

Director, Customer Acquisition