

Global credit card issuer drives 34% CTR via Rokt campaign

THE OPPORTUNITY

A global credit card issuer sought to find a channel that would identify potential applicants cost-effectively and drive strong rates of conversion to cardholders.

ROKT SOLUTIONS

Rokt targeted consumers on partner sites whose buying habits suggested interest in the credit card and a high likelihood to meet cardholder requirements. Ads presented at the point of transaction prompted consumers to offer their email address, driving them to a landing page to begin their application. Follow-up emails nurtured interest in the card.

THE RESULTS

250K

Impressions

34%

CTR

30%

Under
Budget

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

Director, Customer Acquisition