



Credit Union Association

This client is a nonprofit trade organization that provides representation and supportive services to credit unions throughout numerous states. Since inception in 1934, the client has played a vital role in the credit union movement through successful advocacy efforts, collaboration among other state and national trade associations, expertise in regulatory compliance, professional development programs, and world-class service offerings.

98.23% Video Completion Rate

Key Demographics



Women 25-49
Adults 18-34

Pennsylvania

Erie DMA
Harrisburg, Lancaster, Lebanon, York DMA
Philadelphia DMA
Pittsburgh DMA
Wilkes-Barre, Scranton DMA
Johnstown, Altoona, State College DMA



Tactics



Hulu
Companion Banners
:15 and :30 commercials



Targeted Display
Targeted Video
Facebook/Instagram Paid Ads
Targeted Email

Goal(s)

The campaign goals were to raise awareness of the client's annual campaign, increase memberships, and educate people about the benefits of joining their local credit union.

Results

The client's campaign provided superior exposure, notable through the numerous platforms that surpassed national average performance rates. The viewability rate on HULU exceeded the industry benchmark by nearly 30% with a rate of 87.32%. The video completion rate was 98.23%, which is above the industry benchmark of 77%. Commercials were delivered across living rooms making 72.37% of commercial impressions and a 99.04% completion rate. On Facebook, every market finished above the 0.90%-1.18% national average CTR range. Throughout the campaign, there were a total of 10 email deployments that provided a year-to-date CTR of 13.18%. Each email performed at least 376.8% higher than the national average.