

## CASE STUDY

# OTT Boosts New Accounts

Fintech brand increases brand awareness and drives new account sign-ups by partnering with Digital Remedy

### Challenge

Looking to take advantage of the highly engaging, non-skippable environment of OTT/CTV, an ecommerce customer service payment platform partnered with Digital Remedy to reach their niche audience at scale. They needed the performance targeting and insights capabilities available through digital, while maintaining the branding power of linear.

### Solution

To reach the brand's target audience, fashion, shopping, and tech publishers were utilized, along with ACR data geared towards the specific audience attributes that have proven successful in the past. Throughout the campaign's run, the Digital Remedy team provided full-funnel attribution insights while making strategic, real-time optimizations against the client's KPIs based on conversion data—site visits and account sign-ups—gathered from target audiences. Digital Remedy placed a pixel on the brand's homepage to track site traffic and sign-ups, and leveraged comprehensive attribution insights to identify and shift budget towards the highest performing variables, including creative, device, daypart, publisher, audience, and geo—ensuring continuous (and consistent) campaign performance.

### Results

**95k+**

New account sign-ups

**\$1.24**

Homepage visits CPA

