



Germany

# Facing strong competitive pressure in the private loans market, Creditplus turns to YouTube to increase the awareness and consideration for their products

## Challenge

The private loans market in Germany faces very strong competitive pressure, especially from very large competitors with strong brands. In order to drive more cost effective branded search terms, instead of competing in more expensive pool of generic queries, Creditplus launched a brand awareness campaign to drive awareness and consideration for their brand and products.

## Approach

In order to achieve the marketing objective of increasing brand awareness, Creditplus, together with their agency Hurra, defined a clear set of KPIs to define success which consisted predominantly of the results from the Brand and Search Lift Survey. To achieve the defined marketing goals Creditplus deployed the new campaign formats of "efficient reach" and "efficient completions". That allowed the marketing team to test various formats while still focusing on increasing awareness in the defined audience segments.

## Insights

- ▶ cTV was the device with the strongest media efficiency
- ▶ Efficient Completions is a strong format also with lower funnel audiences

## Products used

- Efficient Completions
- Efficient Reach
- Bumper Ads
- Trueview for Reach
- 15/20" Non-Skippable

17.6%

Relative Lift

297%

Search Lift

