



The PREMION Advantage

BANKING & FINANCE
AND THE OTT AUDIENCE



How are Banking & Finance advertisers effectively leveraging media opportunities available to them?

This guide dives into the Banking & Finance industry, the OTT opportunity and The PREMION Advantage.

Leading the Evolution in Local OTT & CTV advertising, PREMION is an OTT advertising platform that enables advertisers to reach highly engaged streaming audiences at scale.



MARKET OPPORTUNITY

Delivering the highest quality customer experience is paramount for financial institutions to build trust and long-term brand loyalty. As such, many have augmented their face-to-face services with online and mobile banking capabilities to provide consumers with greater ease of use and flexibility in meeting their banking needs. **The recent disruptions of 2020 have further accelerated the digital transformation of the banking industry in leveraging the instantaneous advantages of the digital world.** The rising adoption of digital banking services offered by virtually every major bank, as well as quick cash-sharing apps like Venmo, PayPal, and Zelle to enable on-the-go banking, whenever needed, has changed the face of the banking and finance industry.

In 2019, 93% of the US population held at least one bank account, and 63% of those account holders opted for digital banking services - that's over 162 million digital bankers, and, by 2023, digital banking is estimated to attract another 13.6 million users.¹ With younger generations embracing digital banking, the industry is projected to cross \$9 trillion by 2024.² To win over and compete for lifelong consumer allegiance, financial institutions must continue to respond to shifting consumer needs through innovation, digital delivery of products and services, and, more importantly, improved customer experience.

¹eMarketer, Bank Account Holders and Penetration, June 2020; eMarketer, Digital Banking Users and Penetration, June 2020

²Global Market Insights, June 2020



WHY OTT?

With 105M OTT-enabled U.S. households serving over 225M OTT users, OTT is now a vital part of the media mix for brands and advertisers on both a local and national level.³ Locally, OTT ad spend is forecasted to reach nearly \$1B in 2020,⁴ and nationally, that number soars to \$3.7B.⁵ Speaking directly to the banking and finance sector, OTT ad spend is expected to reach \$75.4M in 2020 according to BIA.⁴

Streaming TV offers tremendous potential for reaching the banking audience. For the average American consumer, money management is always top-of-mind; Consumers are constantly faced with financial decisions, from starting a savings account to purchasing a new car or even buying a home. **With OTT advertising, banking and financial institutions have the opportunity to target the right consumer with precision and scale.** The allure of OTT is that it offers the best of the big-screen TV viewing experience with digital media's precision in targeting. Advertisers are reaching the most engaged audience, as the chance of a viewer navigating away from an ad served on a self-selected show is low. And since OTT ads are non-skippable, the video completion rate typically averages 95 percent or higher.

For the Banking and Finance industry, OTT provides a turn-key advertising solution to target their desired audiences in the content they know and love. With increasingly younger generations opting for OTT and banking services alike, the OTT and Banking and Finance audiences will continue to converge.

³eMarketer, Connected TV Households, August 2020, eMarketer; OTT Video Service Users, August 2020

⁴BIA Advisory Services, U.S. Local Advertising Forecast August 2020

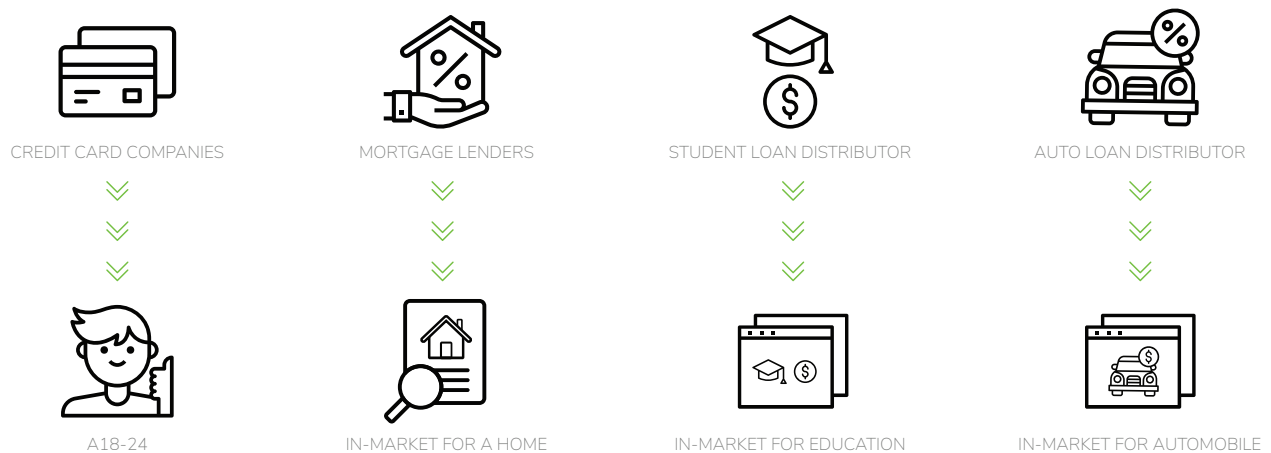
⁵Magna, US Media Landscape, Fall 2020

THE BANKING & FINANCE AUDIENCE AND OTT:

With the surge in streaming TV viewing, banking and financial services advertisers are capitalizing on the significant opportunity to reach a highly engaged audience with connected TV/OTT advertising. And, much like today's banking consumer that is increasingly shifting to digital, the CTV/OTT consumer is digitally-savvy, and now makes up a wide home-bound consumer base.

According to a recent MRI-Simmons study, U.S. OTT viewers are 16% more likely than the average person to choose their primary bank because of the bank's online services.⁶ The report found that nearly 50% of OTT viewers pay their bills online (96 million adults) and just over 30% use their mobile phones to pay their bills (61 million adults).⁶

Today, banking and finance advertisers can leverage OTT campaigns to reach custom audiences based on psychographics, consumer behaviors and interests. For example, a bank offering an entry-level, low-interest credit card can focus on adults 18-24. A mortgage lender can hone in on people who are in-market to buy a home in the next year or who are ready to refinance. Similarly, for automotive, banks may benefit from reaching specific households that are in-market for a new car or have recently browsed the auto-loan page of the lender's website.



The OTT advantage for banking and finance advertisers doesn't end with audience alignment. The availability of campaign reporting and audience insights, retargeting and dynamic advertising provide a plethora of options for financial institutions to strategize and strengthen their advertising campaigns.

Furthermore, financial Institutions can leverage OTT attribution to measure the increase in website visits for a particular product or even measure branch location visits to make better media buying decisions. Thus, the digital foundation of OTT is proving to be an essential piece of full-funnel marketing and advertising plans.

⁶ MRI-Simmons, Winter 2019 NHCS Adult Study 12-month

WHY CHOOSE PREMION?

Banking and financial institutions need a trusted CTV/OTT advertising partner that can execute locally, reach the right consumers at the household-level, track conversions, and reduce wasted impressions. Premion is a proven partner in driving measurable outcomes for many banking and finance brands. We've run a multitude of banking and finance campaigns – from local, regional, and large national brands.

PREMION EXPERTISE BANKING & FINANCE

170

Clients

294

Campaigns

440M

Impressions

200%

Campaign Growth
(Jan '18 – April '20)

Data reflects Premion activity Jan 1, 2018 - April 30, 2020

LEADING THE EVOLUTION IN LOCAL CTV & OTT ADVERTISING



PREMIUM CONTENT

- Live & Video-on-Demand
- 125+ Leading TV & Media Brands
- Upfront & Secure Inventory Deals
- No Short-Form Content
- No Open Exchange Inventory



EXPANSIVE REACH

- Serving Local & Regional Markets in the US
- Multi-Platform Distribution
- Not Limited by Geo Or Subscriber Base
- CTV-Centric for Co-Viewing Amplification
- From Cord-Cutters to Pay-TV Subscribers



AUDIENCE TARGETING

- Household & Behavioral Targeting
- Audience-Centric Packages
- Custom Audience Building
- Data Onboarding
- Premium Data Providers



DETAILED REPORTING

- Client Dashboard
- Network-Level Reporting to the Impression
- Reach and Frequency Metrics
- Conversion Attribution Measurement
- Actionable Campaign Insights

CHOOSING A QUALITY OTT PROVIDER

TOP 10 ADVERTISER CHECKLIST

10 Essential Questions Every Buyer Should Ask Before Advertising on CTV/OTT

- ✓ How do you source your inventory?
- ✓ Do you ever source inventory through Open Exchanges?
- ✓ Does your inventory reach both cable/satellite subscribers and cord-cutters?
- ✓ What are your tactics to ensure a brand-safe and fraud-free environment?
- ✓ What types of audience and geo-targeting do you offer?
- ✓ Does your reporting include measurement of reach and frequency?
- ✓ Do you provide full network-level reporting transparency?
- ✓ Will you share an upfront whitelist of providers where inventory can run?
- ✓ Do you measure incremental reach against linear broadcast TV audiences?
- ✓ What types of attribution do you offer?