Driving Impact for Fintech Clients

NBCUniversal

The Fintech Space is No Longer Nascent…

43%
of Americans use a digital bank alongside their primary bank

0.4 vs. 1.8B
growth in # of mobile financial transactions in last 5 years

55%
of customers are open to buying financial products from tech firms

$4.8T
total est. transaction value of digital payments in 2020

…and COVID has accelerated the role of Fintech brands

88%
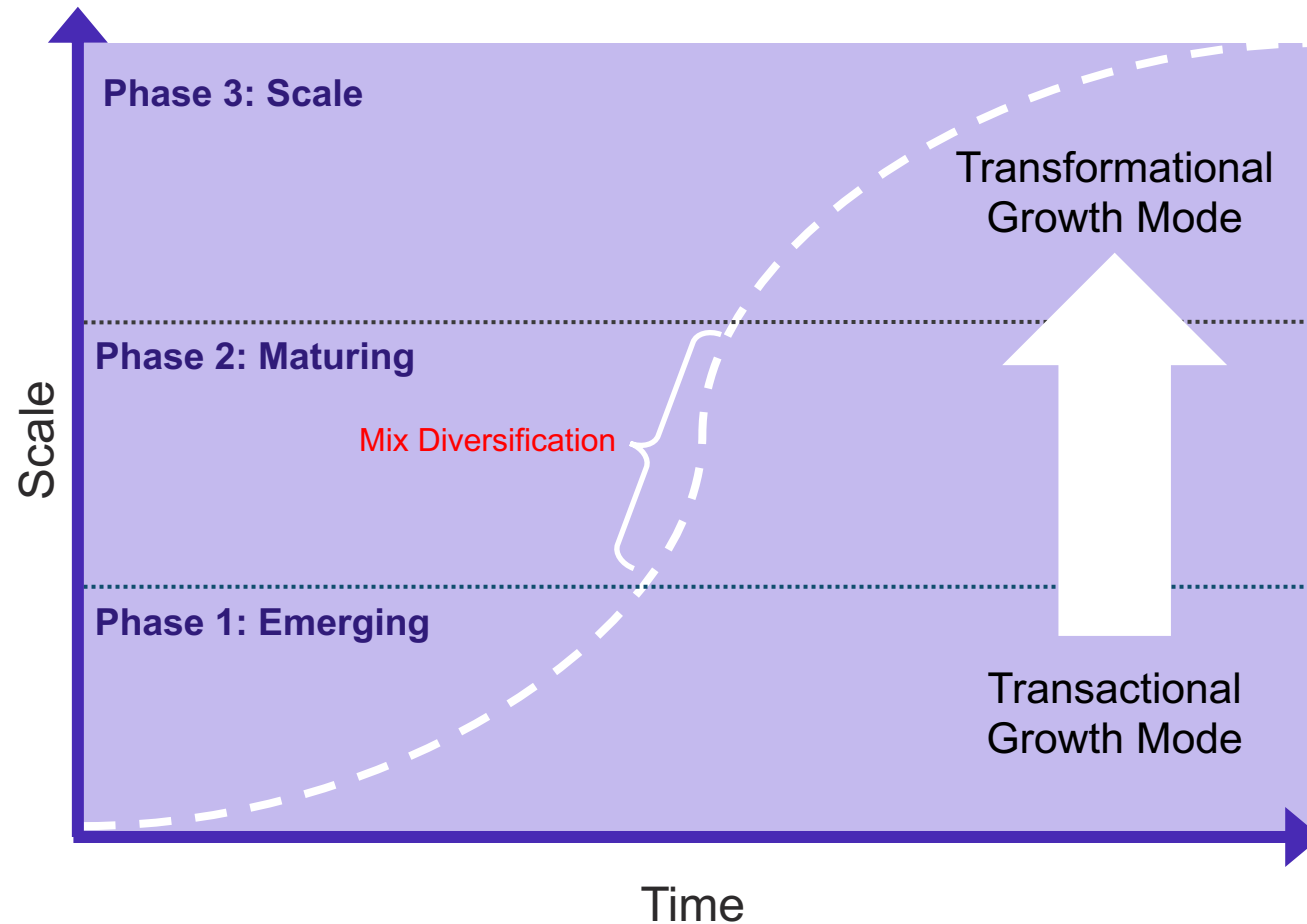growth in average sessions in investment apps

35%
growth on download and account opens

77%
of traditional financial institutions plan to increase their focus on innovations to boost customer retention

NBCUniversal

The Journey from Transactional to Transformational Growth Begins with Diversification

Evolution of Fintech Media Campaign Goals

Phase 3: Scale

Phase 2: Maturing

Phase 1: Emerging

Scale

Mix Diversification

Transformational Growth Mode

Transactional Growth Mode

Time

Upper and lower funnel metrics are equally prioritized; media mix continues to evolve with emphasis on both broad and targeted reach

Core Focus is still efficient customer acquisition; broader brand building also emerges as a new priority and media mix begins to diversify

Efficient customer acquisition through paid social and search

NBCUniversal

At NBCU, We Can Help Clients Climb
The S-curve Using Three Core Principles

Ethos

Trust & product ambiguity are some of the biggest hurdles Fintech brands face today, making it increasingly important their services are backed by **trusted sources** to help boost awareness.

Efficiency

With over 8,000 Fintech startups in North America alone, it's becoming more difficult for brands to breakthrough and ensure every impression counts while **targeting at scale.**

Engagement

Mobile is a significant focus area for many Fintechs. Thus the importance of **mobile first storytelling** to help promote ad engagement and streamline the conversion pathway is key to success.

NBCUniversal

Some Ways NBCU Can Address These Fundamental Principles Within Our Toolkit...

Ethos

NBCU's digital news portfolio offers scalable and brand safe content alignment opportunities

Efficiency

The NBCU portfolio reaches 230M+ adults every month, and we have the tools to target any custom audience in the right place, at the right time
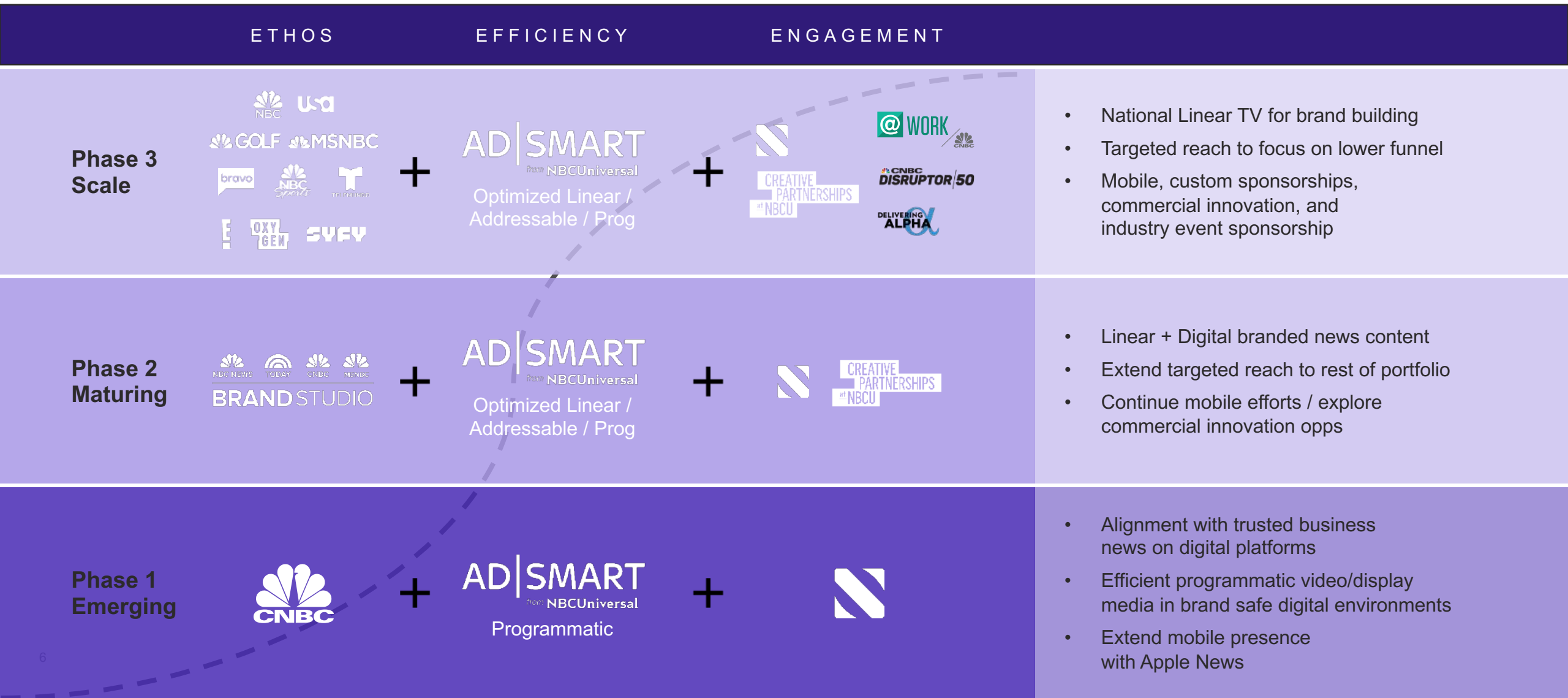
AD|SMART
from NBCUniversal

Engagement

Apple News can drive engagement with high touch mobile units and custom content in environments native to Fintech brands

CREATIVE PARTNERSHIPS at NBCU

NBCUniversal

A Look at Ways Brands Can Apply The 3 E's at NBCU Along Each Phase of The S-Curve

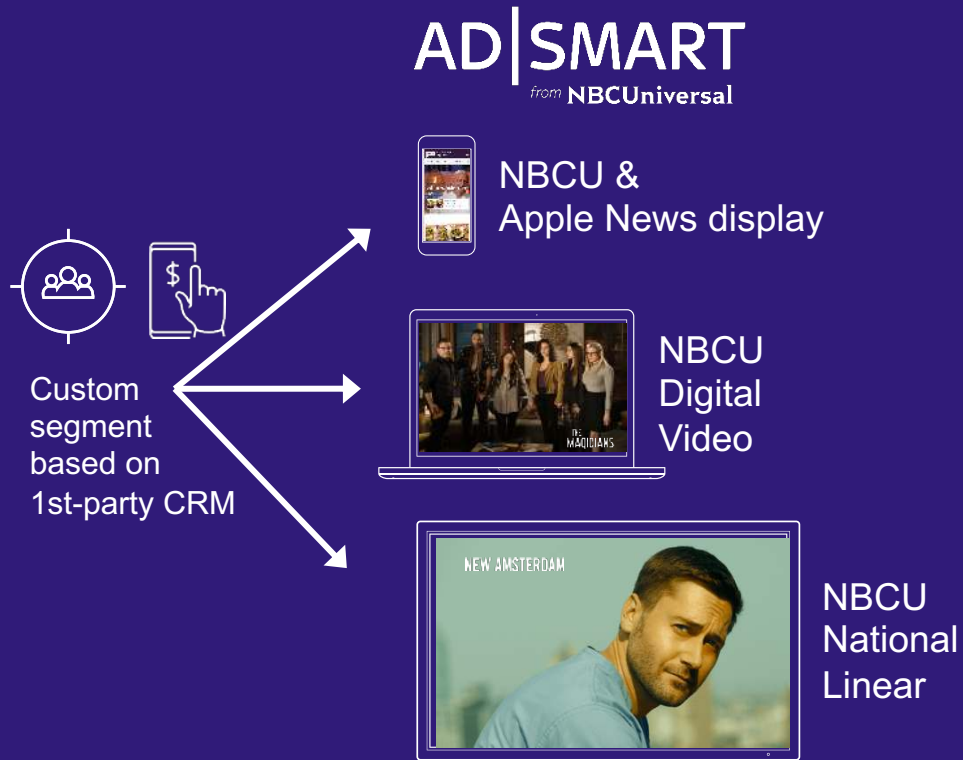|	ETHOS	EFFICIENCY	ENGAGEMENT	
Phase 3 Scale	NBC, USA, GOLF, MSNBC, bravo, NBC Sports, TELEMUNDO, E!, OXYGEN, SYFY	+ **AD|SMART** from NBCUniversal Optimized Linear / Addressable / Prog	+ CREATIVE PARTNERSHIPS at NBCU, @WORK CNBC, CNBC DISRUPTOR/50, DELIVERING ALPHA	• National Linear TV for brand building • Targeted reach to focus on lower funnel • Mobile, custom sponsorships, commercial innovation, and industry event sponsorship
Phase 2 Maturing	NBC NEWS, TODAY, CNBC, MSNBC **BRAND**STUDIO	+ **AD|SMART** from NBCUniversal Optimized Linear / Addressable / Prog	+ CREATIVE PARTNERSHIPS at NBCU	• Linear + Digital branded news content • Extend targeted reach to rest of portfolio • Continue mobile efforts / explore commercial innovation opps
Phase 1 Emerging	CNBC	+ **AD|SMART** from NBCUniversal Programmatic	+	• Alignment with trusted business news on digital platforms • Efficient programmatic video/display media in brand safe digital environments • Extend mobile presence with Apple News

A 'Maturing' Fintech brand wanted to expand
beyond digital and social channels to
Strike the Right Balance of
Efficient Customer Acquisition
& Awareness at Scale

The Approach

Advanced targeting to reach customers across the NBCU portfolio on every screen

AD|SMART
from NBCUniversal

NBCU &
Apple News display

NBCU
Digital
Video

NBCU
National
Linear

Custom
segment
based on
1st-party CRM

The Results

The cross-platform campaign drove significant full-funnel impact among households exposed to the campaign vs. unexposed.

Exposure to AdSmart campaign drove brand metrics

- **+9%** lift in **brand awareness**

- **+33%** lift in **brand opinion**

- **+78%** lift in **brand recommendation**

Exposure to AdSmart campaign drove site visits & app installs

- **+27%** lift in **website visits**

- **+49%** lift in **home page visits**

- **+25%** lift in **mobile app installs**

Exposure to AdSmart campaign drove sign-ups & completed registrations

- **+26%** lift in **web sign-ups**

- **+24%** lift in **mobile app sign-ups**

- **+23%** lift in **completed web registrations**

- **+32%** lift in **completed mobile app registrations**

ADSMART

NBCUniversal