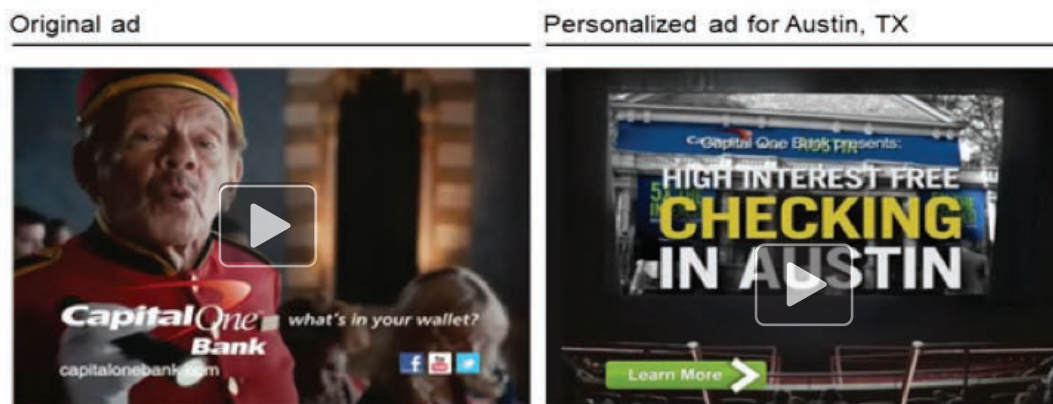


Challenge

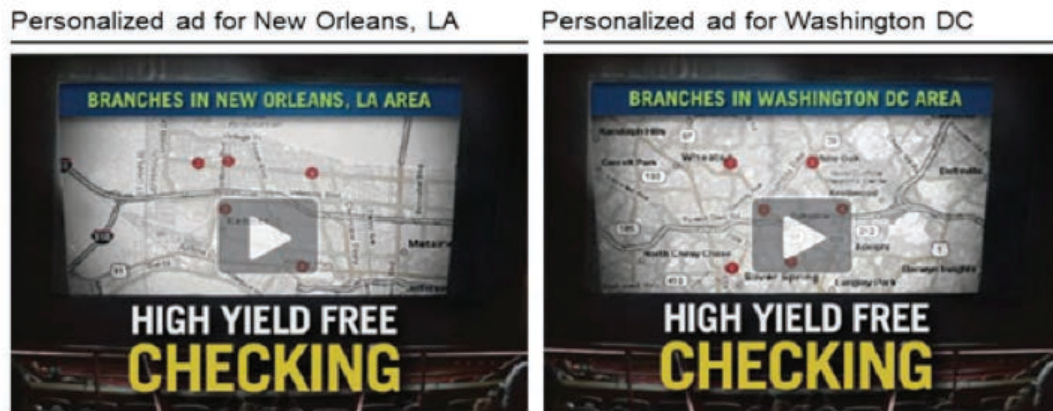
Capital One was looking to leverage video advertising to drive local brand awareness and push its High Interest Free Checking (HIFC) and High Yield Free Checking (HYFC) promotions. With only a single “one-size-fits-all” TV spot to leverage, delivering the right message to the right audience through online video was a challenge. This required the dynamic personalization of existing video assets to deliver local offers without compromising the broadcast quality of the ad.

Solution

With Eyeview’s proprietary technology, viewers received geo-targeted and personalized versions of the video ad containing the most relevant offer. Additionally, viewers were shown the nearest local bank branches in a five mile radius. The ability to seamlessly integrate relevant visuals and call-to-action buttons to drive CTR provided a compelling advantage. Over 14,000 versions of the ads were delivered and analyzed for effectiveness.



[See online demo](#)



[See online demo](#)

Success Metrics

Eyeview’s technology delivered personalized ads on 97% of impressions throughout the campaign. When compared to the original TV spot, Eyeview’s personalized ads averaged an increase of 7% in CTR.

“The seamless process turned a single Capital One TV spot into more than 14,000 versions with a targeted call-to-action. The localized messaging made the video ads more effective, increased CTR, and exceeded our campaign objectives.”

Danielle Wortman, Senior Media Planner at Horizon Media

About Eyeview

Eyeview, through its patent pending technology, lets advertisers deliver localized, personalized, real-time updated video ads
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