Eye On: Finance

In-Depth Audience Data Strategies for Advertisers
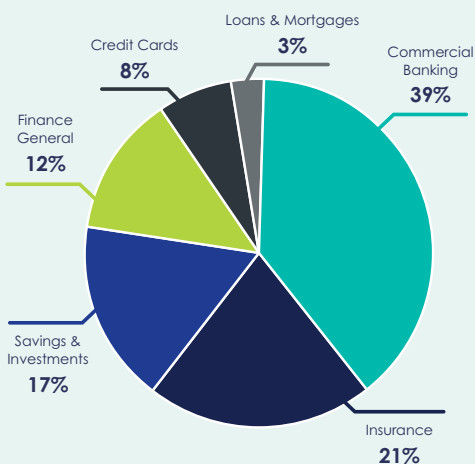
eyeota

Eyeota's verticalized *Eye On* reports uncover the most effective audience targeting strategies—grounded in geographic, vertical and behavioral data—to give both advertisers and data suppliers insight into market dynamics from the **Eyeota Audience Marketplace**.

Key Findings

In 2018, three key findings emerged from Eyeota's audience marketplace:

1. Finance advertisers **increased focus on B2B audience targeting** over the course of 2018 (up from 21% in Q1 to 38% in Q4, as a proportion of all Finance data spending).

2. Across all Finance data spending, advertisers spent the most targeting **auto enthusiasts, small business owners and C-suite executives.** Many of these personas fell into B2B audience categories.

3. Commercial banking advertisers spent the most (39% share of spend) within Finance, largely focused on sociodemographic audiences (such as age and household income) and B2B audiences (such as small business owners). Insurance advertisers and Savings & Investment advertisers spent the second and third most, respectively.

Finance Advertiser Audience Data Usage Overview

Top Advertiser Sub-Sectors within the Finance Vertical
(by share of spend)

Pie chart: Loans & Mortgages 3%, Commercial Banking 39%, Insurance 21%, Savings & Investments 17%, Finance General 12%, Credit Cards 8%

Commercial Banking advertisers utilize Eyeota's audience data to identify income and education levels suitable for certain bank accounts.

Insurance advertisers utilize Eyeota's audience data to target a mix of lifestyle segments with differing levels of inferred risk.

Savings & Investment advertisers primarily utilize Eyeota audience data to target affluent households or individuals in investment occupations.

Methodology

This report focuses on **calendar year 2018** data across **all global regions**, aggregating Eyeota's **proprietary audience data expenditure and volume information** from 1,500+ advertisers, running 20K+ large scale advertising campaigns and utilizing audience segment data from 30K+ data suppliers.
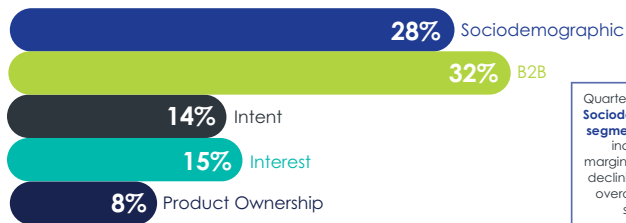

About Eyeota

Eyeota is an audience technology platform that enables the intelligent use of data.

We work with marketers, data owners and research companies to provide distinct, comprehensive and qualified audience data. Our technology platform transforms audience data so that organizations can make smarter business decisions, understand customers and enrich marketing strategies.

Eyeota was founded in 2010 and operates in Europe, Asia, Australia, and the Americas. For more information, please visit **www.eyeota.com**.
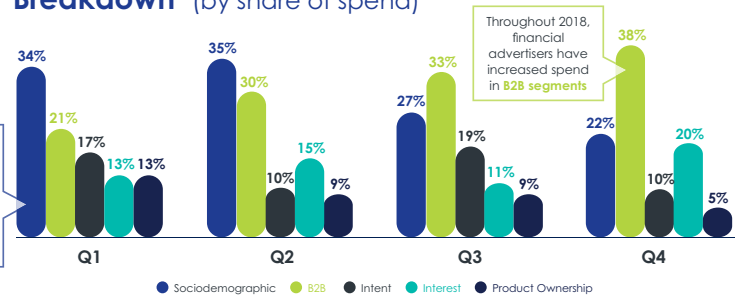
Audience Segment Category Strategies Overview

2018 Audience Segment Category Breakdown within the Finance Vertical (by share of spend)

- 28% Sociodemographic
- 32% B2B
- 14% Intent
- 15% Interest
- 8% Product Ownership

Quarterly Audience Segment Category Breakdown (by share of spend)

Quarterly spend on **Sociodemographic segments** actually increased marginally, despite declining share of overall Finance spend

Throughout 2018, financial advertisers have increased spend in **B2B segments**

Q1: Sociodemographic 34%, B2B 21%, Intent 17%, Interest 13%, Product Ownership 13%

Q2: Sociodemographic 35%, B2B 30%, Intent 10%, Interest 15%, Product Ownership 9%

Q3: Sociodemographic 27%, B2B 33%, Intent 19%, Interest 11%, Product Ownership 9%

Q4: Sociodemographic 22%, B2B 38%, Intent 10%, Interest 20%, Product Ownership 5%

Legend: ● Sociodemographic ● B2B ● Intent ● Interest ● Product Ownership

How We Define Audience Segments

- **B2B Segments:** Indicate a user's professional industry and seniority, as well as intent and interest related to profession.
- **Intent Segments:** Comprised of user-initiated actions taken online, such as visiting e-Commerce, product review or comparison sites or booking engines, or by clicking on a product or service link.
- **Interest Segments:** Indicate a user's specific interests and hobbies based on content consumed on a certain topic.
- **Product Ownership:** Comprised of users that own products or use services, often associated with a specific brand or product category.
- **Sociodemographic Segments:** Indicate a user's inferred or declared demographic profile (e.g. age, gender, ethnicity, etc.), sociodemographic profile (e.g. household income, homeowner status, purchase behavior, etc.), as well as lifestyle interests related to demographics or sociodemographic levels.

Advertiser Deep Dive: Insurance

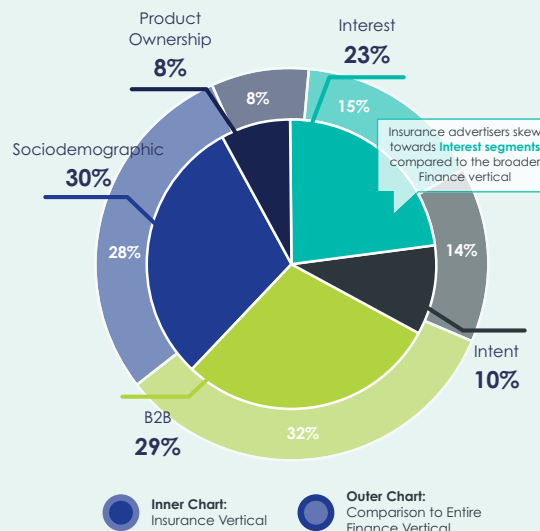### How to Develop Vertical-Specific Audience Targeting Strategies & Tactics

Identify Your Target Audience → Determine Your Audience Targeting Strategy → Select Your Audience Segments

Audience Segment Category Breakdown
(by share of spend & comparison to entire finance vertical)

- Product Ownership 8% (8%)
- Interest 23% (15%)
- Sociodemographic 30% (28%)
- Intent 10% (14%)
- B2B 29% (32%)

Insurance advertisers skew towards **Interest segments** compared to the broader Finance vertical

Inner Chart: Insurance Vertical
Outer Chart: Comparison to Entire Finance Vertical

Top Audience Segments

- Auto Enthusiasts
- Sociodemographic Profiles
- Insurance Owners
- Purchase Behaviors
- Financial Status
- B2B Interest
- Pharma & Healthcare Interest
- Seniority
- Financial Product Owners
- Accounting & Finance
- Transportation & Logistics
- House Ownership
- Industry
- Autos & Vehicles Buyers

Most Utilized

Example Companies*

MetLife | Liberty Mutual. | Lincoln Financial Group®

*Note: Examples only; not necessarily representative of Eyeota Marketplace.

Start connecting with your audiences today!
For more information contact us at **datadesk@eyeota.com**.

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