



Eye On: Finance

In-Depth Audience Data Strategies for Advertisers

Finance Vertical

Global – Full Year 2018

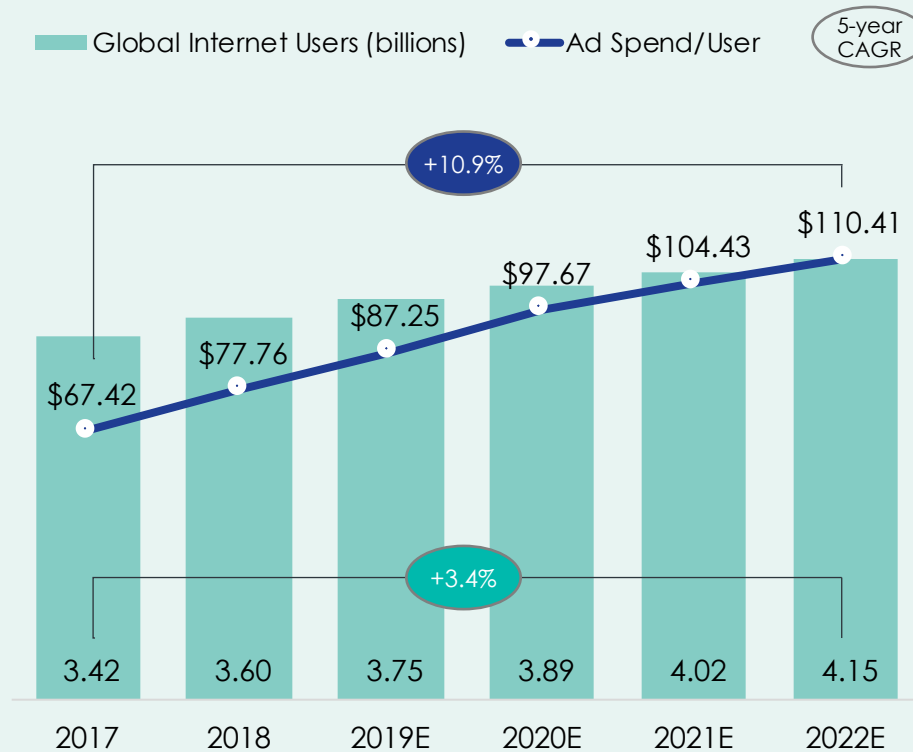


Foreword & Key Findings

2018 Eye On: Finance Report

Industry Outlook

Global Internet Users (billions) vs. Ad Spend per User (USD)
(2017-2022 expected)



Source: eMarketer (2018)



Where is the market going in 2019?

The number of global internet users is expected to rise 4% YOY in 2019. Meanwhile, ad spend per user is expected to rise 12% YOY to nearly 90 USD.

What does this mean for financial advertisers?

Competition for consumer attention is increasing as consumers continue to spend more time with digital media, driving advertiser willingness to spend (per user) higher.

What can financial advertisers learn from Eyeota's 2018 Eye On: Finance report?

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.

3 Steps to Developing an Audience Targeting Strategy



1

Identify Your Target Audience

2

Determine Your Audience Targeting Strategy

3

Select Your Audience Segments



Commercial Banking
Customers



Insurance
Customers



Savings & Investment
Customers

Audience Segment Categories



B2B Segments



Intent Segments



Interest Segments



Product Ownership



Sociodemographic Segments

Top Audience Segments*

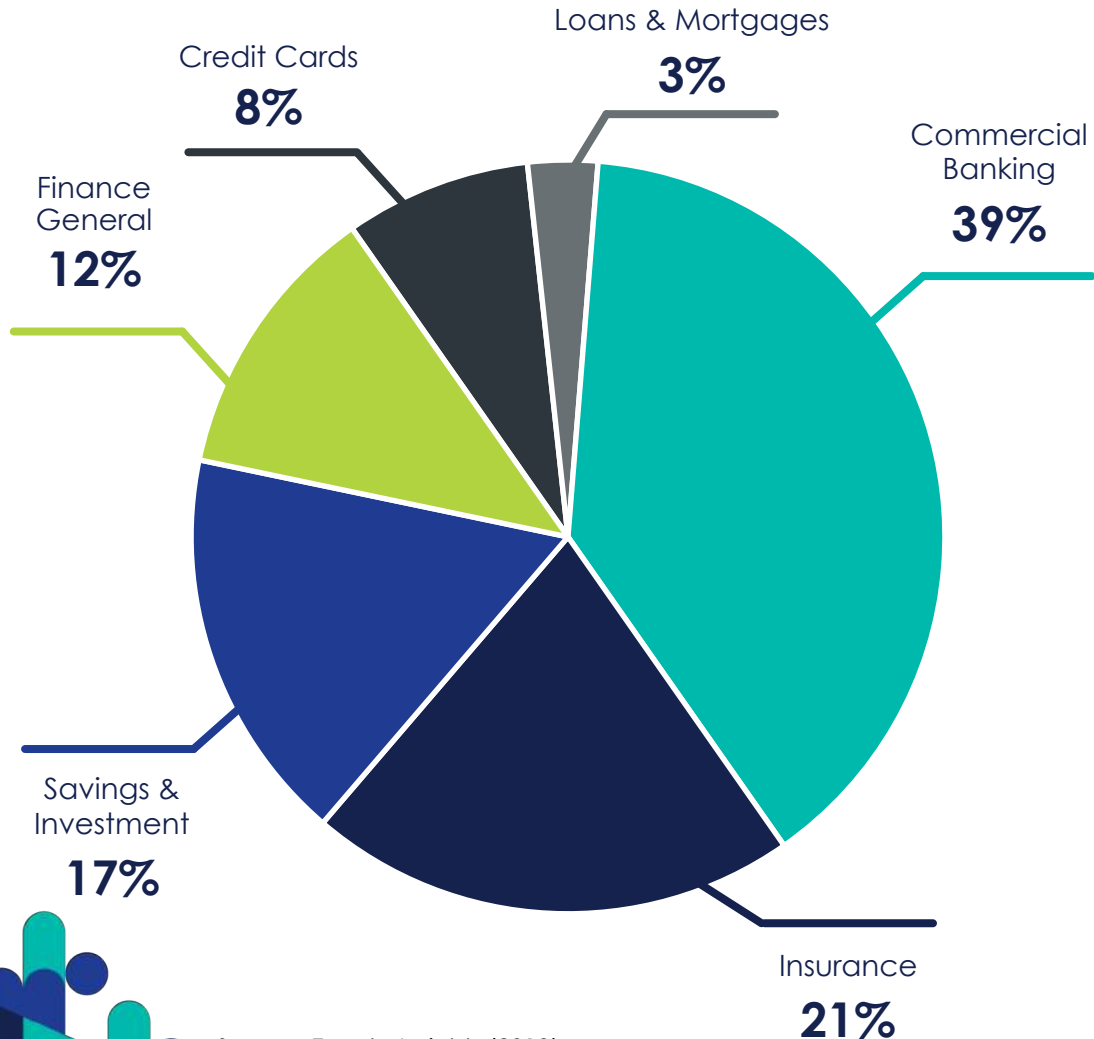
- ❖ Babies & Kids Intent
- ❖ Age & Gender
- ❖ Financial Status
- ❖ Apparel & Fashion Interest
- ❖ Food & Drink Interest
- ❖ Home & Garden Intent
- ❖ Media & Entertainment Interest
- ❖ Sports & Fitness Interest
- ❖ Attitudes & Preferences
- ❖ Apparel & Fashion Intent
- ❖ Apparel & Fashion Buyers
- ❖ Business Professionals
- ❖ Food & Drink Intent
- ❖ Purchase Behaviors



* Sample segments for illustrative purposes.

Finance Advertiser Audience Data Usage Overview

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



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



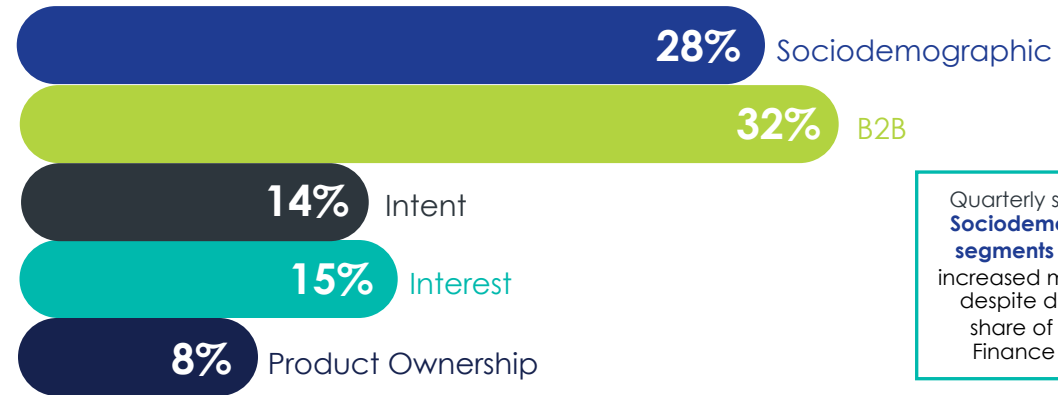
Insurance advertisers utilize Eyeota's audience data to target a mix of lifestyle segments with differing levels of inferred risk.



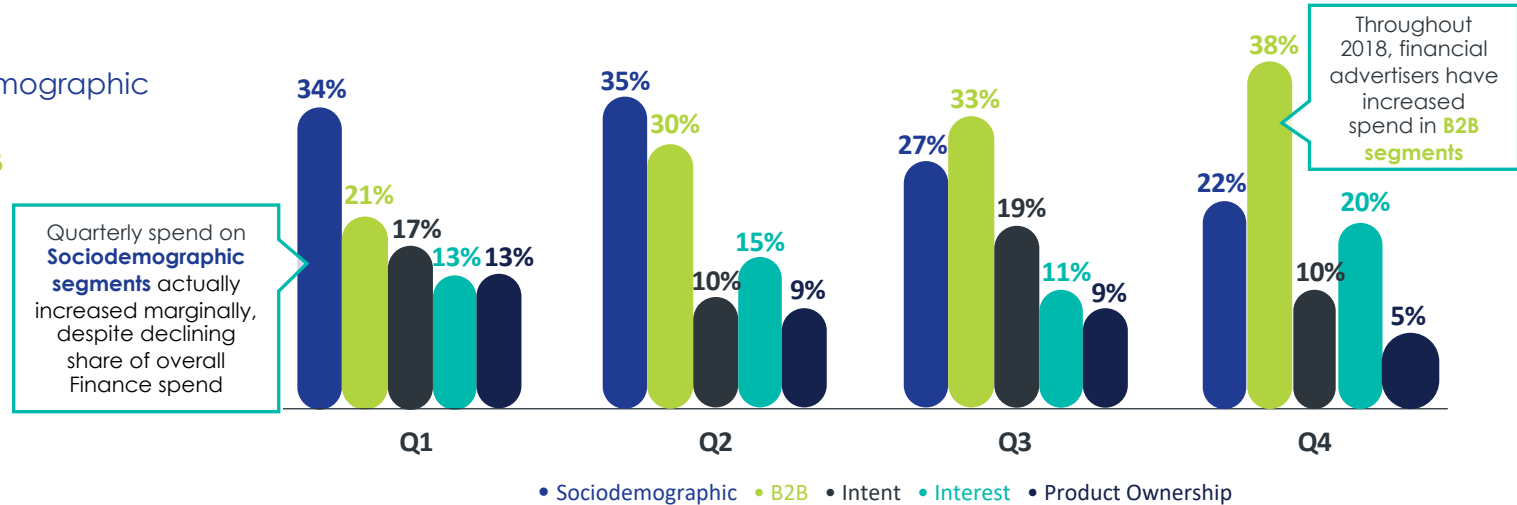
Savings & Investment advertisers primarily utilize Eyeota audience data to target affluent households or individuals in investment occupations.

Audience Segment Category Strategies Overview

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



Quarterly Audience Segment Category Breakdown (by share of spend)



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: Commercial Banking



Example Companies*

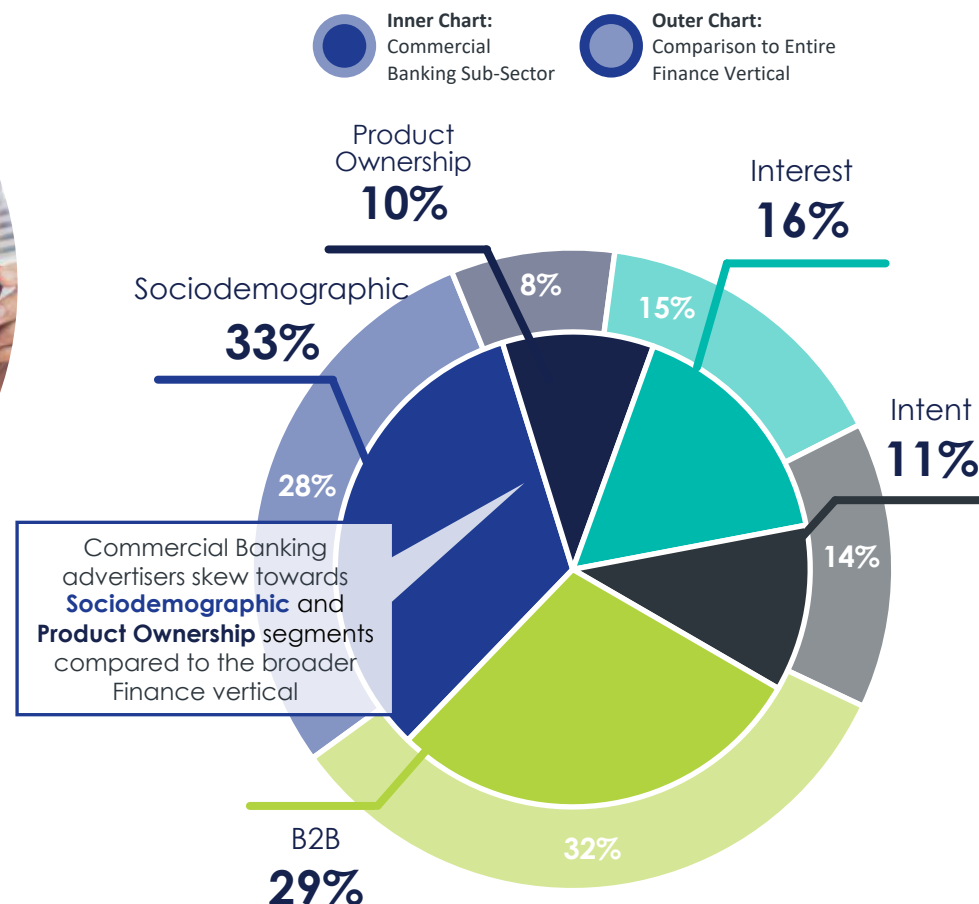


*Note: Examples only; not necessarily representative of Eyeota Marketplace

How to Develop Vertical-Specific Audience Targeting Strategies & Tactics

Audience Segment Category Breakdown

(by share of spend & comparison to entire finance vertical)



Top Audience Segments

- Financial Status
- Sociodemographic Profiles
- Pharma & Healthcare Interest
- Bank Brands
- Company Size
- Banking Brand Owners
- Industry
- Financial Product Owners
- Financial Services Shoppers
- Lifestyle
- Age & Gender
- Company Revenue
- B2B Interest
- Employment Area

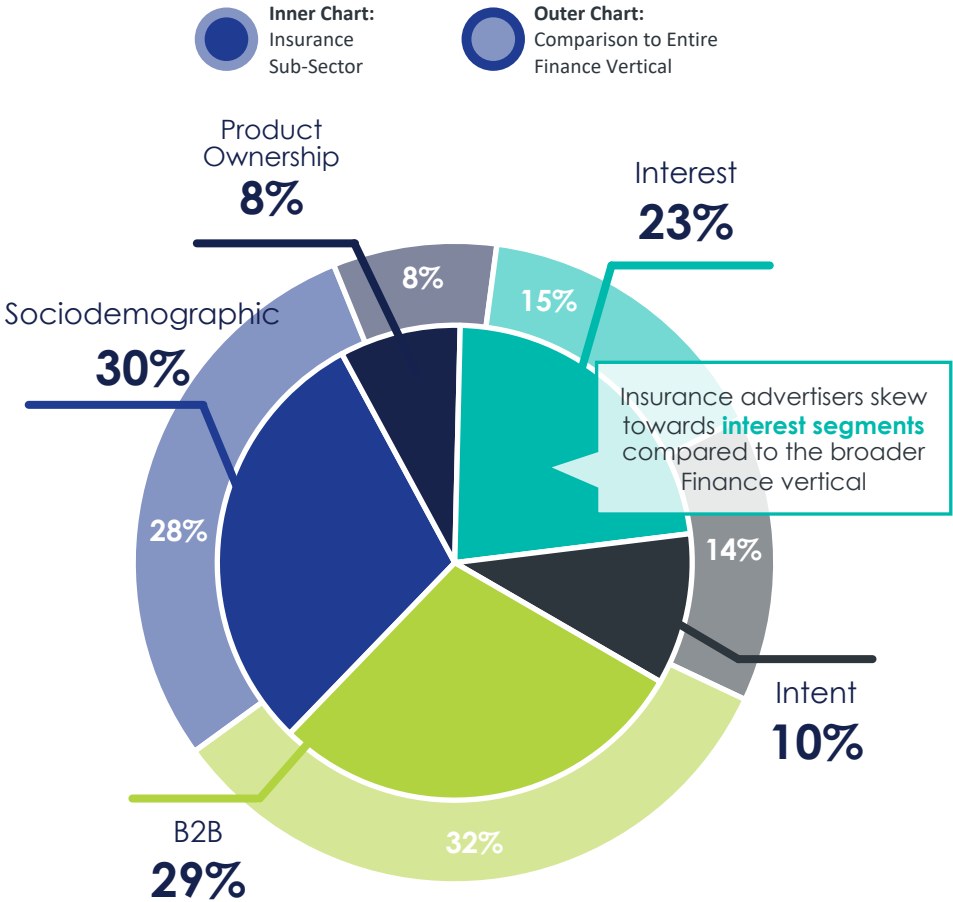


Advertiser Deep Dive: Insurance



How to Develop Vertical-Specific Audience Targeting Strategies & Tactics

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



Top Audience Segments

- ❖ Auto Enthusiasts
- ❖ Sociodemographic Profiles
- ❖ Insurance Owners
- ❖ Purchase Behaviors
- ❖ Financial Status
- ❖ Pharma & Healthcare Interest
- ❖ B2B Interest
- ❖ Accounting & Finance
- ❖ Seniority
- ❖ Attitudes & Preferences
- ❖ Financial Product Owners
- ❖ Transportation & Logistics
- ❖ House Ownership
- ❖ Banking



Example Companies*



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



Advertiser Deep Dive: Savings & Investment



Example Companies*

TD AMERITRADE Morgan Stanley



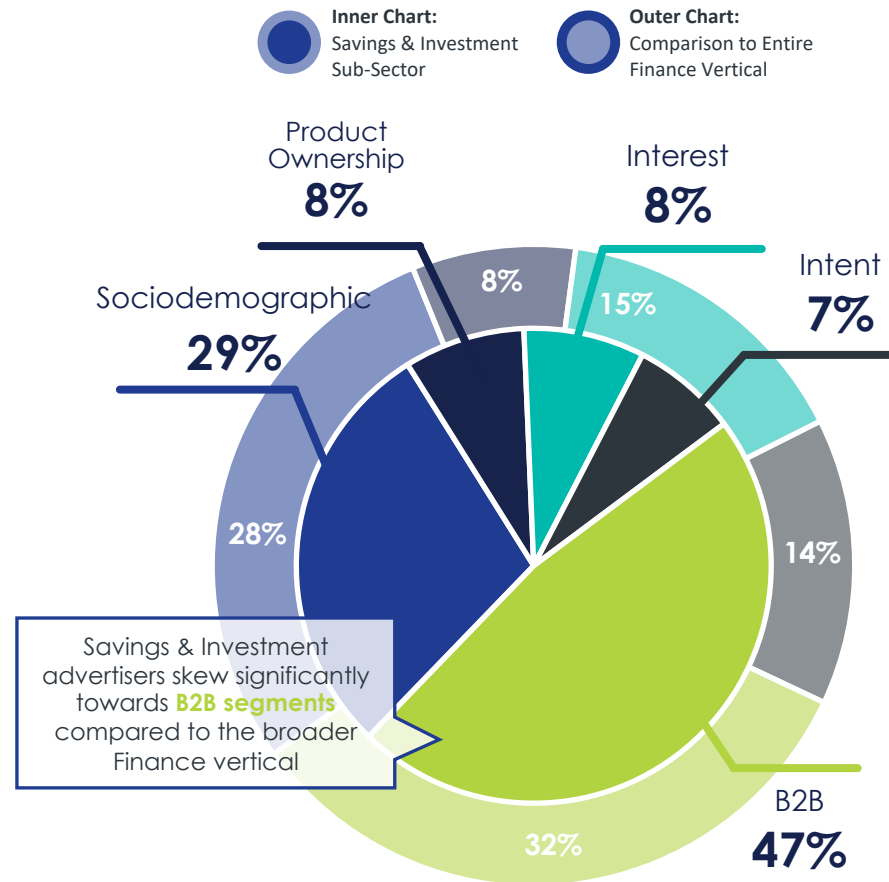
*Note: Examples only; not necessarily representative of Eyeota Marketplace

How to Develop Vertical-Specific Audience Targeting Strategies & Tactics



Audience Segment Category Breakdown

(by share of spend & comparison to entire finance vertical)



Top Audience Segments

- ❖ B2B Investment & Wealth Management
- ❖ B2B Interest
- ❖ Financial Status
- ❖ Employment Area
- ❖ Financial Product Owners
- ❖ Financial Services Shoppers
- ❖ Sociodemographic Profiles
- ❖ Age
- ❖ Investment & Wealth Management
- ❖ Attitudes & Preferences
- ❖ Travel Intent
- ❖ Banking
- ❖ Investment & Wealth Management
- ❖ Age & Gender



Source: Eyeota Insights (2018)

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.

Methodology

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**.

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.



Learn more about Eyeota Insights

<https://www.eyeota.com/insights>
insights@eyeota.com

Questions about our audience segments?
www.eyeota.com/data-desk

