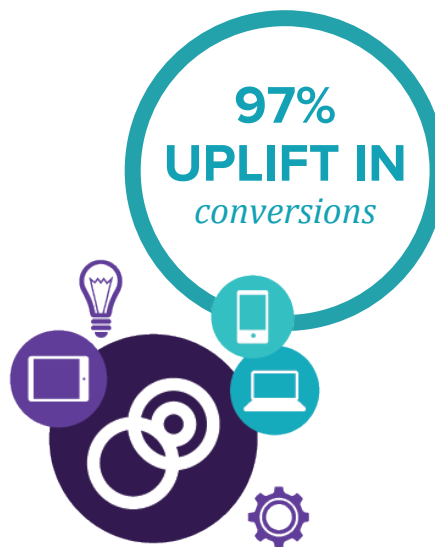




*Success Stories*

## WESTERN UNION



*Affectiv*

 Advertising People Want

## SignalAds drive new customers to the Western Union website and BUILD AWARENESS AMONG DISTINCT NATIONALITIES WITHIN THE UK

### THE BRIEF

Western Union is a global leader in international money transfer, committed to understanding their evolving customer needs. Western Union were looking to magnify their reach among specific nationalities within the UK. Aectv were challenged with finding a highly niche audience within a competitive money transfer market and reaching them at scale.

### AFFECTV ACTION

Running from 1st February till the 28th February 2014, 20% of the overall campaign with Western Union was allocated to the SignalAds test. The test was measured within a controlled environment with one variable: half of the creatives in the test consisted of standard Western Union advertisements without the SignalAds solution and the other half consisted of Western Union creatives with the SignalAds solution incorporated in. Both were measured for their performance with a KPI of Cost Per Registration (CPR).

Aectv proactively tracked the number of registrations generated throughout the duration of the campaign and found that the remarkable success of the SignalAds test resulted in a 97% conversion uplift using SignalAds vs other non-SignalAds banners. Western Union were decidedly impressed with the positive results and confidentially rebooked the campaign with 100% allocated to SignalAds.

### INSIGHTS

- Within one month of the campaign Affectv' SignalAds test achieved a notable 97% uplift on all conversions.
- Western Union has since rebooked Affectv for 8 other campaigns.
- Affectv's signal insights helped the client better understand and connect with new and existing Western Union customers.



97%  
UPLIFT IN  
conversions

### TESTIMONIAL

*"Affectv managed to understand the WU business and the ethnic marketing challenges we are facing. The SignalAds solution helped to improve our performance by 97%."*