

A decorative graphic on the left side of the slide, composed of four overlapping circles of varying shades of blue, arranged in a horizontal line from left to right, increasing in size.

AMEX Case Study

Reaching the right audience to promote the Amex Business Checking

American Express offers a fully digital account that allows you to manage your business account needs through the **American Express Business Blueprint™ app**, available on iOS and Android.

Challenges

- Only a limited audience set is eligible for the product. Eligibility criteria include being an existing Amex customer.
- There is no current conversion tracking for any ad platform, making it difficult to measure what's working and what isn't.

Approach

- We worked with the Amex team to select the right audience attributes to build the audience with the highest conversion potential.
- All ad platforms were Integrated with DMP to populate the Audience or targeting.
- We passed custom parameters via URL tracking template and stored them in the CRM for tracking different stages of user interaction
- Campaigns were optimized based on the offline conversion performance
- Ad inventory scaled via launching newer campaign types and ad channels.
- Regular creative refreshes were done to avoid ad fatigue.
- We experimented with creative ad formats like Native, Static, Animated & Videos.

Results

Q4, 2023 compared to Q3, 2023:

2.6X

more impressions delivered through paid media

1.8X

more clicks achieved through paid media

1.6X

more business checking accounts created

53%

upswing in final account creations, accompanied by a steady MoM conversion growth

