

SOLUTIONS THAT DRIVE RESULTS

Merrill Edge

- ▶ Full screen integration of brand colors and message
- ▶ Synced with multiple custom content executions relevant to the target audience



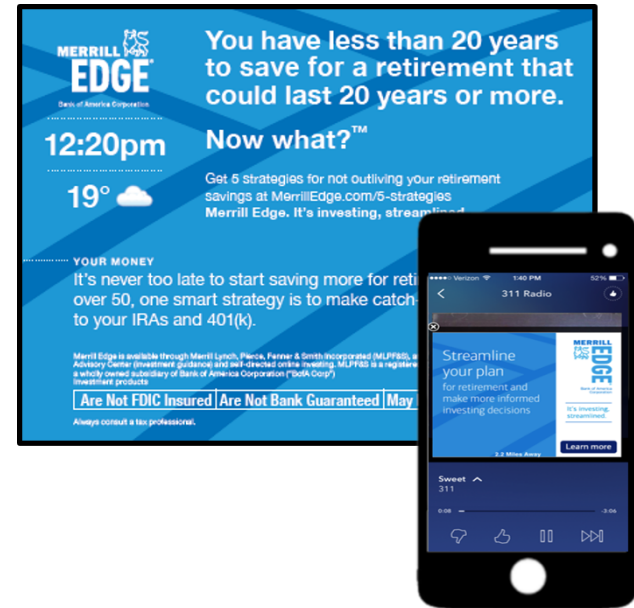
Results

- ▶ 62% ad recall
- ▶ 160% lift in 'Top of mind brand awareness' pre vs. post campaign



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- ▶ Mobile campaign extension, re-exposed professionals to the Merrill Edge ad message through dynamic geo-fencing around Captivate buildings
- ▶ Users were driven to the official Merrill Edge website for immediate engagement
- ▶ Mobile campaign featured 300x250 and 320x50 banners



Results

0.97% CTR (94% higher than mobile industry standard)

50,000+ ad clicks