



2022 HOT-BUTTON TRENDS:
**HOW STREAMING MEDIA
AND CONSUMER
PRIVACY AFFECT YOUR
MARKETING PLANS**

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/ Presenters



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Senior Account
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30+ years of experience
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strategies and solutions
for B2C & B2B brands

FOCUSED ON:

- Working with credit unions of all sizes
- Online digital advertising solutions



**Tiffany Huddleston
Nwahiri**

Executive Director,
Demand Generation

Vericast

14+ years of B2B
marketing experience

FOCUSED ON:


- Financial services, SaaS and professional services
- Data-driven approach to boosting demand, generating leads and converting sales

/ Agenda

- 01 Streaming Entertainment Delivers New Account Acquisition Tools
- 02 Expectations of Privacy Affect Marketing Strategies
- 03 3 Ways to Be Successful in an Unstable Market
- 04 Webcast Takeaways
- 05 Q&A



Thank you for attending!
Tomorrow you will receive an email with a link to our 2022 Financial Services TrendWatch report, which covers all five trends transforming the industry.



In a crowd of new **TRENDS** affecting financial services marketing practices, **TWO** stand out:

1. EMERGENCE OF STREAMING ENTERTAINMENT
2. CHANGES IN CONSUMER PRIVACY

/ Many marketers struggle to find the ***right mix*** of marketing channels for increasing account growth



/ Deposit Account Growth Channel (Usage) Lineup

Most of the expected channels, like email, direct mail and social media, rank high for usage — overall, they produce modest results.

SOCIAL MEDIA

85%



EMAIL MARKETING

81%



DIRECT MAIL

66%



Source: Vericast 2022 Financial Services TrendWatch

/ **TREND:** Streaming Entertainment Delivers New Account Acquisition Tools

The channel least used by marketers and product managers is one of the hottest and most promising, **Connected TV (CTV)**.

Deposit Account Growth Channel (Usage) Lineup

SOCIAL MEDIA

85%



EMAIL MARKETING

81%



DIRECT MAIL

66%



CONNECTED TV

33%



Source: Vericast 2022 Financial Services TrendWatch

/ What is CTV?

- > **Smart TVs and streaming entertainment devices** connected to TVs - Ex Roku or gaming console
- > **Ads only streamed/seen on a TV**

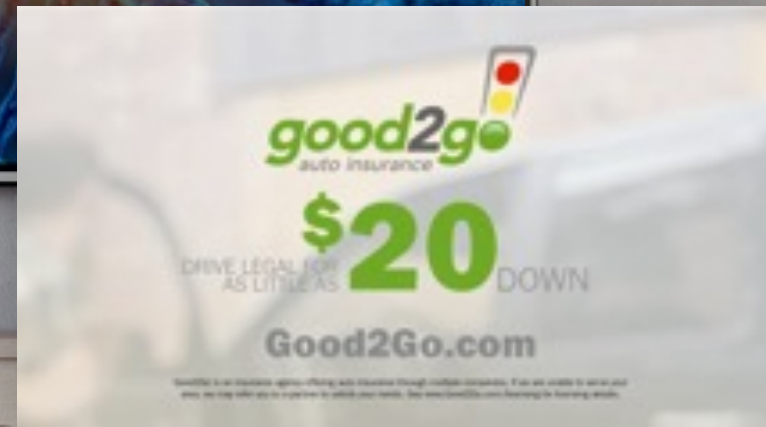
49% OF CONSUMERS SURVEYED
perceive CTV ads as more
relevant than traditional TV

Source: Vericast 2022 Financial Services TrendWatch



/ CTV Ad Example: Pluto TV

Ads run
– a mix of
national
and local



/ Key Advantages of Connected TV

- Non-skippable, full resolution ads optimized for Smart TVs
- Qualify, target, and retarget in real-time during a campaign
- Link TV-viewing audiences to physical households
- Continual campaign optimization
- Comprehensive, transparent and unique attribution reporting including both offline and online actions
- Deliver more relevant content

64%

OF CONSUMERS
AGED 25-34 and

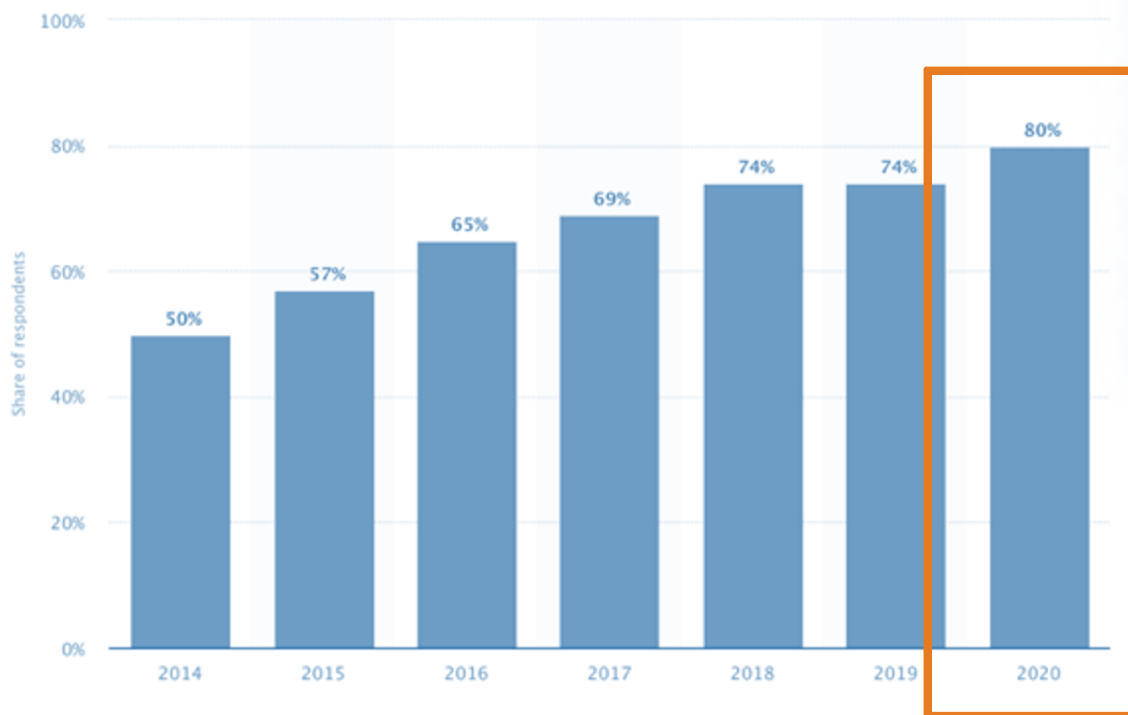
69%

OF CONSUMERS
AGED 35-44 say:



Products
advertised on
streaming TV
are **more
relevant** than
those advertised
on traditional
cable TV.

/ CTV Homes Have Increased Dramatically

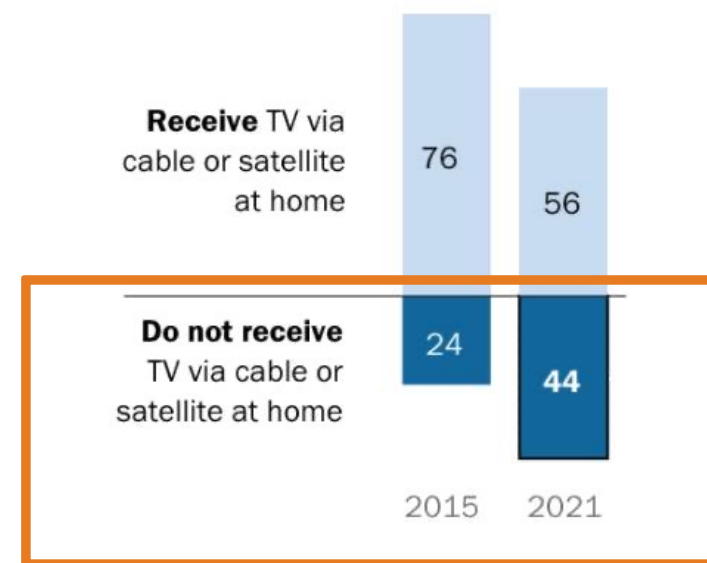


Source: [Connected TV penetration rate in the U.S. 2014-2020](#), Jan 2021

80% of U.S. households have at least one CTV device, and CTV households are expected to grow to **82%** by 2023

The share of Americans who receive TV via cable or satellite at home has fallen ...

% of U.S. adults who say they ...



/ Consumer Viewing Habits Have Rapidly Shifted Since 2019



4 in 5

Consumers are TV streamers, compared to 2 in 3 who pay for linear TV¹



91%

Of consumers are unwilling to spend more than \$60 per month on TV streaming services.²



82.4M

Unique households watched OTT in a given month.³

89%

OF CONSUMERS
subscribe to streaming services

Source: Tamanini, Matt; "89% of U.S. Customers Subscribe to Streaming Services," The Streamable, May 11, 2022

¹ Roku, "The Streaming Decade", 2021

² The Trade Desk, "The Future of TV Report", June 2021

³ Comscore OTT Intelligence, June 2021

/ Broaden Your Reach by Advertising on Multiple Platforms

THE AVERAGE CUSTOMER
USES **7 SOURCES** TO GET
THEIR TV CONTENT

1. Traditional TV
2. DirectTV® Stream
3. FuboTV®
4. Hulu Live TV®
5. Philo®
6. Sling TV®
7. YouTube TV®

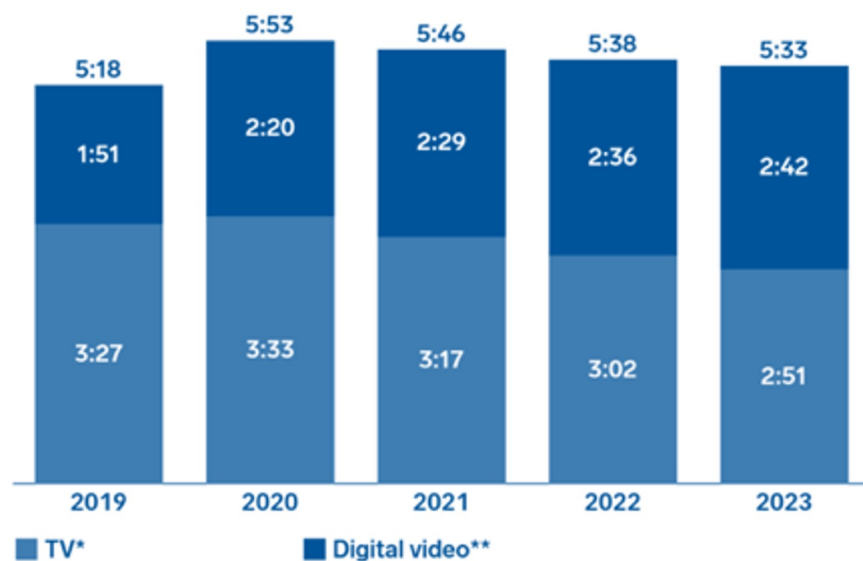
Source: Tamanini, Matt; "89% of U.S. Customers Subscribe to Streaming Services," *The Streamable*, May 11, 2022



/ Efficiency Is Driving CTV Gains, Making It Ideal for FinServ

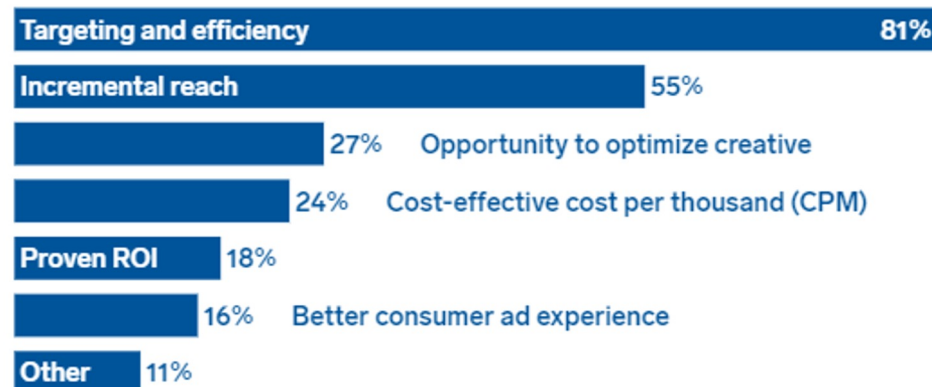
TV* vs. Digital Video**: Average Time Spent in the US, 2019-2023

hrs:mins per day among population



Reasons US Agencies and Brand Marketers Are Shifting Linear TV Budget to OTT/Connected TV (CTV) in 2021, Nov 2020

% of respondents



70%

OF ADVERTISERS
say their top priority is linking video
investments to business outcomes³

¹ eMarketer, April 2021

² AB, 2021 Marketplace Outlook Survey Results, Dec. 2020

³ The Future of TV Report, The Trade Desk, June 2021

/ QR codes are back!

Once mocked and dismissed, QR codes now have more uses than anyone could've imagined.

When added to CTV ads, QR codes help prolong engagement, capture interest and improve a performance.

76% OF PEOPLE
would scan a QR code on
a TV ad if it was relevant to them

Source: Williams, Robert, "QR codes promise ad interactivity boost with growth of connected TV," Marketing Dive, January 20, 2022

SUPER RESPONSE
Coinbase Global's viral
QR code Super Bowl
ad resulted in record-
breaking site traffic

/ It's More Than Flipping a Switch

Financial services marketers seeking real-world performance in streaming television ads need to **utilize better marketing, better data** and **better analysis** for **better results**.



Source: Vericast Consumer Data

/ CTV Broadens the Spectrum of Advertising Campaigns

5

NEW WAYS

1. QR codes generate interest, extend engagement and inspire action
2. Combine CTV with direct mail, email and social media to supercharge your campaign
3. Pinpoint consumers ready to act with hyper-targeting message capabilities
4. Bridge the 3 major attribution gaps: ID resolution, data sources, data stability
5. Cash in on above-average engagement

/ Connecting With Consumers Requires a Holistic Strategy

When included as part of an omnichannel financial services marketing strategy, CTV is a fast-emerging and powerful tool for connecting with consumers more precisely via streaming media services.





/ IT'S NO SECRET THAT CONSUMERS
ARE CONCERNED ABOUT **PRIVACY**

/ TREND: Expectations of Privacy Affect Marketing Strategies

TO MAKE WEB BROWSING MORE PRIVATE AND SECURE, this year Google® Chrome will become the final and largest major browser to **eliminate third-party cookies**. In addition, Apple® allows consumers to block tracking of their unique IDs across apps, and Google® has announced similar plans for Android devices.

A WIN FOR CONSUMER
PRIVACY AND SECURITY

/ The Cookie-less Challenge for Marketers


This win for consumers leaves marketers with fewer options
for behavioral advertising and ad targeting



ELIMINATING COOKIES
represents a
fundamental
shift in targeted
advertising

/ Credit Unions Are Largely Unprepared for the Change

Despite the obvious major implications for marketing strategies, many marketers remain in catch-up mode



**FEWER THAN 1/3 ARE
READY FOR A COOKIE-LESS
TARGETING STRATEGY, WITH
ONLY 28% REPORTING THEY
HAVE A PLAN TO ADDRESS IT**

Source: Vericast 2022 Financial Services TrendWatch

/ Cookies and Mobile IDs – We Won't Miss You

THE KEY IS TO REACH THE RIGHT PEOPLE WHO WILL
ENGAGE WITH YOUR BRAND BY:

1 Challenge:
Group device
behaviors
to create a digital
household



2 Challenge:
Clustering
consumers with
similar interests

ICYMI: It's estimated the average US household has 10 connected devices*

Source: Average number of connected devices in U.S. households, Statista, May 2022

/ How to Close the Gap

- > Build relationships with providers that have access to pertinent data and insight that doesn't rely on cookies
- > Execute an effective omnichannel strategy based on that data, all the better

/ How to Keep Your Marketing Relevant In an Unstable Market

> **BE OMNICHANNEL**

Consumers engage multiple devices and channels as they journey toward purchasing. Be wherever they are with the answers, messages and products they need.

> **BE RELEVANT**

Consumers expect — and prefer — relevant advertising. Consider content and context in your marketing. Anything that violates those expectations is likely to generate a negative response in the consumer.

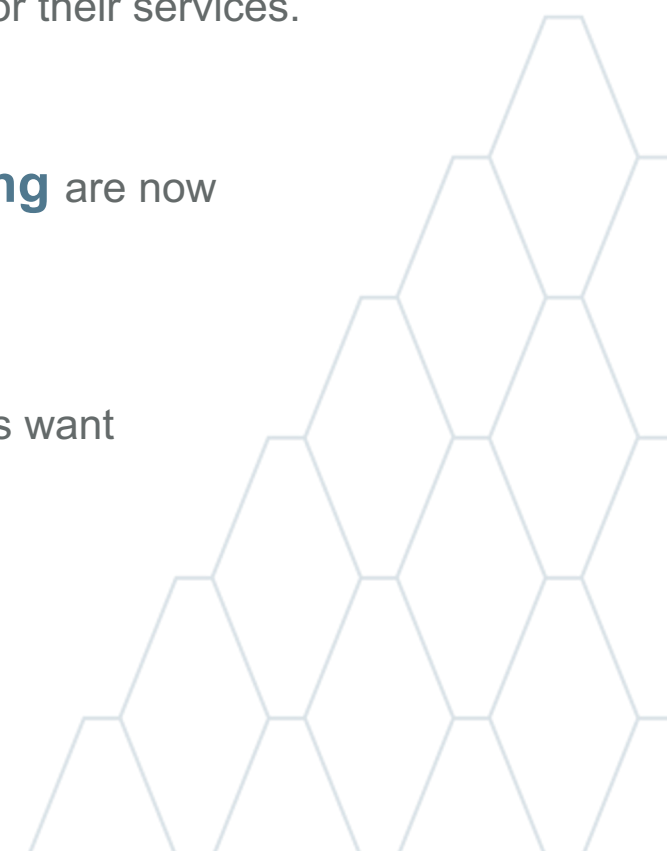
> **BE FUTURE-PROOF**

Make sure your strategies are informed by data, stay abreast of trends and remain in tune with customer preferences. This way, you'll be agile and proactive in the face of sweeping industry and technology shifts.



/ WEBCAST TAKEAWAYS

- > **CTV ads** allow credit unions to reach a larger in-market audience more precisely for their services.
- > **First-party data, authenticated targeting and contextual targeting** are now key success factors for marketers.
- > **Consumer insight** is necessary to close the gap between the results marketers want and the results they get.



The text "Thank You" is centered in the middle of the image. It is written in a white, sans-serif font. The background consists of a low-angle shot of a modern glass skyscraper with a grid-like pattern of windows, set against a clear blue sky. A diagonal orange line runs from the top right towards the bottom center, separating the dark blue building from the white background on the right.

Thank You



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Questions