

# kotak811

## Achieves 100% of KPIs through Strategic Partnership with Crafters



### Their Story

Kotak811, one of India's pioneering digital banks, sought to attract new customers to its Kotak 811 Credit Card, offering exclusive benefits alongside its savings account.

### Solution

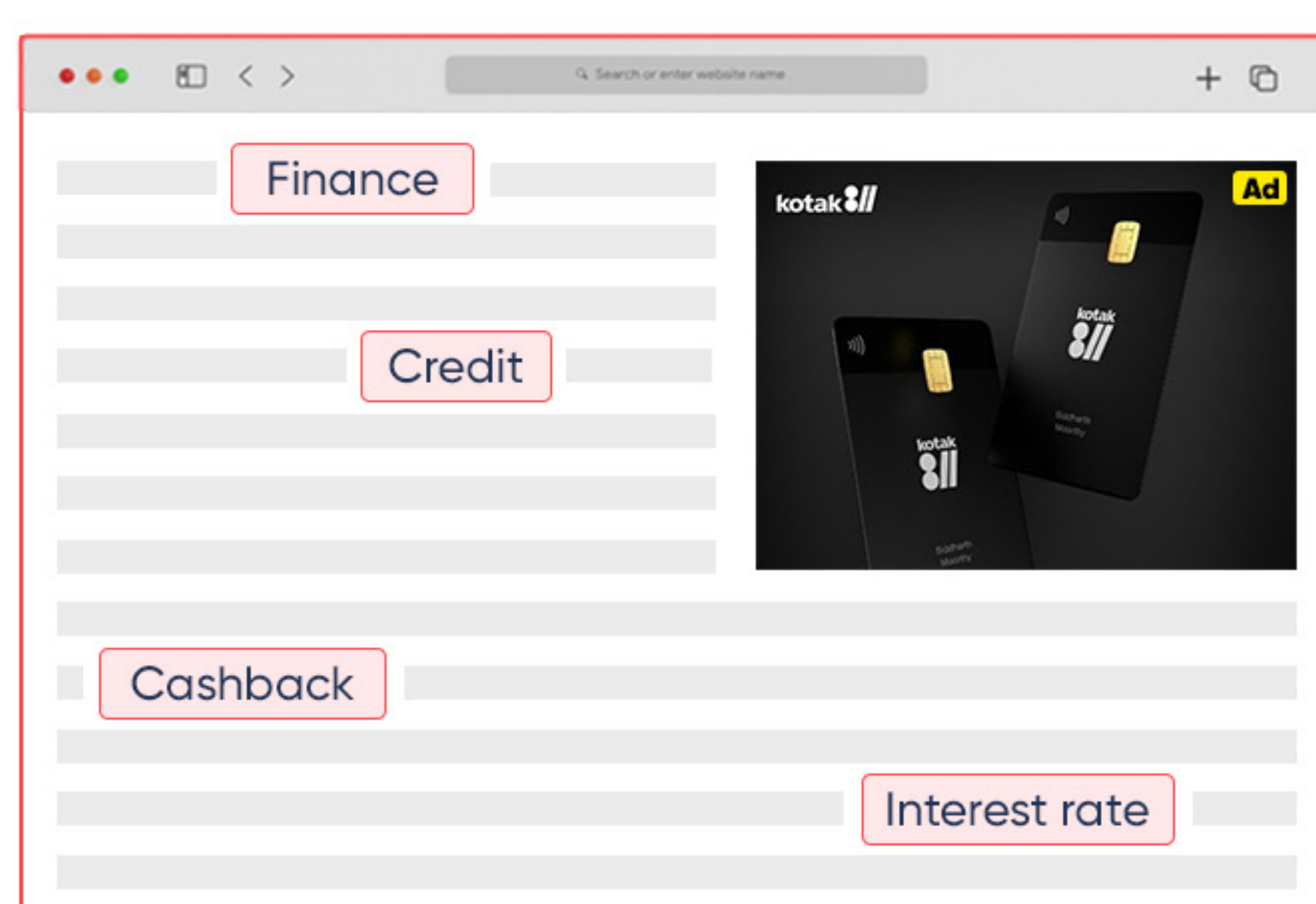
Kotak leveraged Silverpush's advanced solutions – Mirrors (context intelligent) and Crafters (dynamic video creative) to reach the audience with the right message at the right time.

- **Context Intelligence:** Identified top banking & finance content for precise targeting.
- **Interactive Layer:** Crafters added an interactive element which allowed viewers to fill the form while watching the video ad, without being redirected to the landing page.
- **Brand Safety:** Ensured ad placement in suitable contexts.

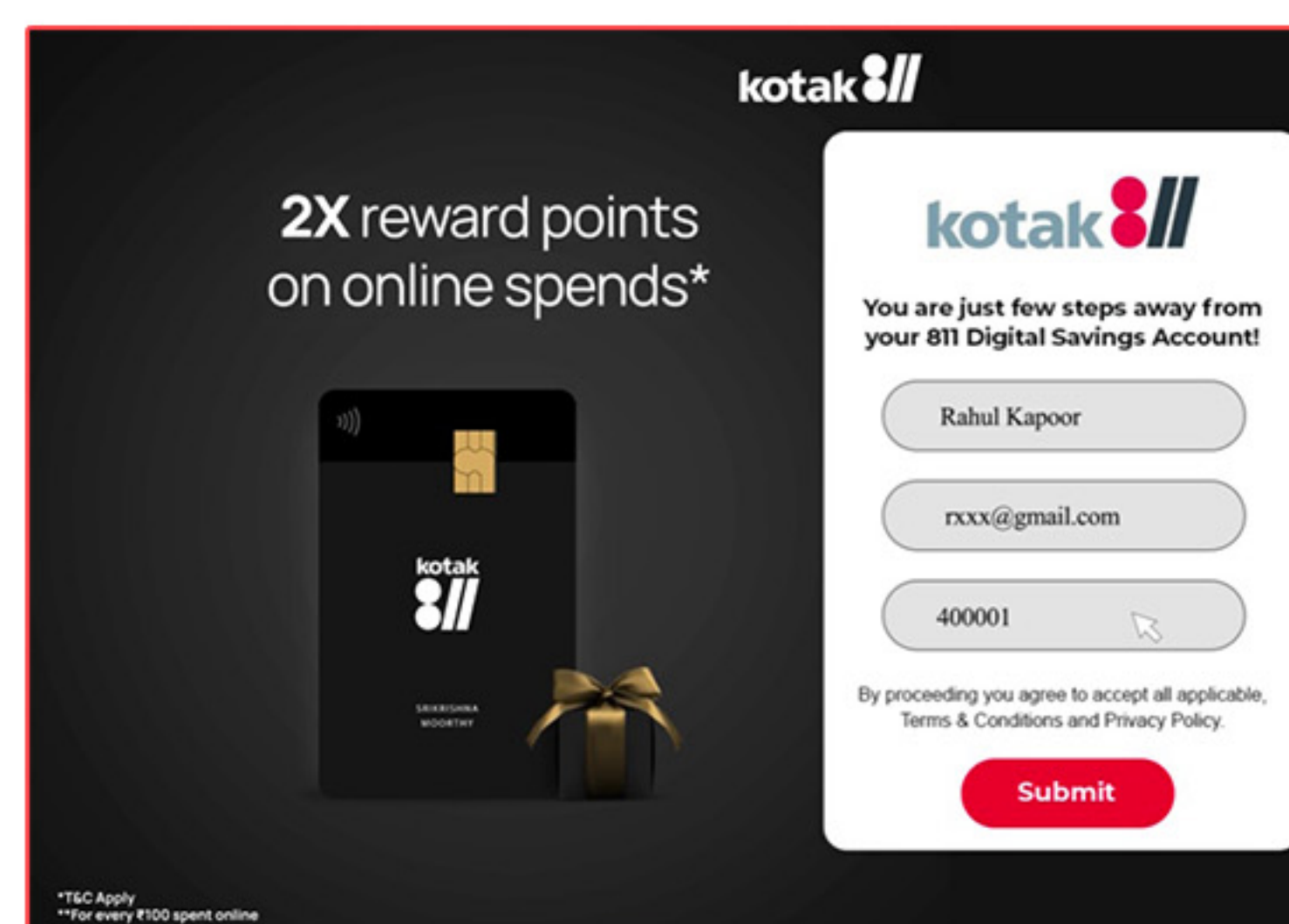
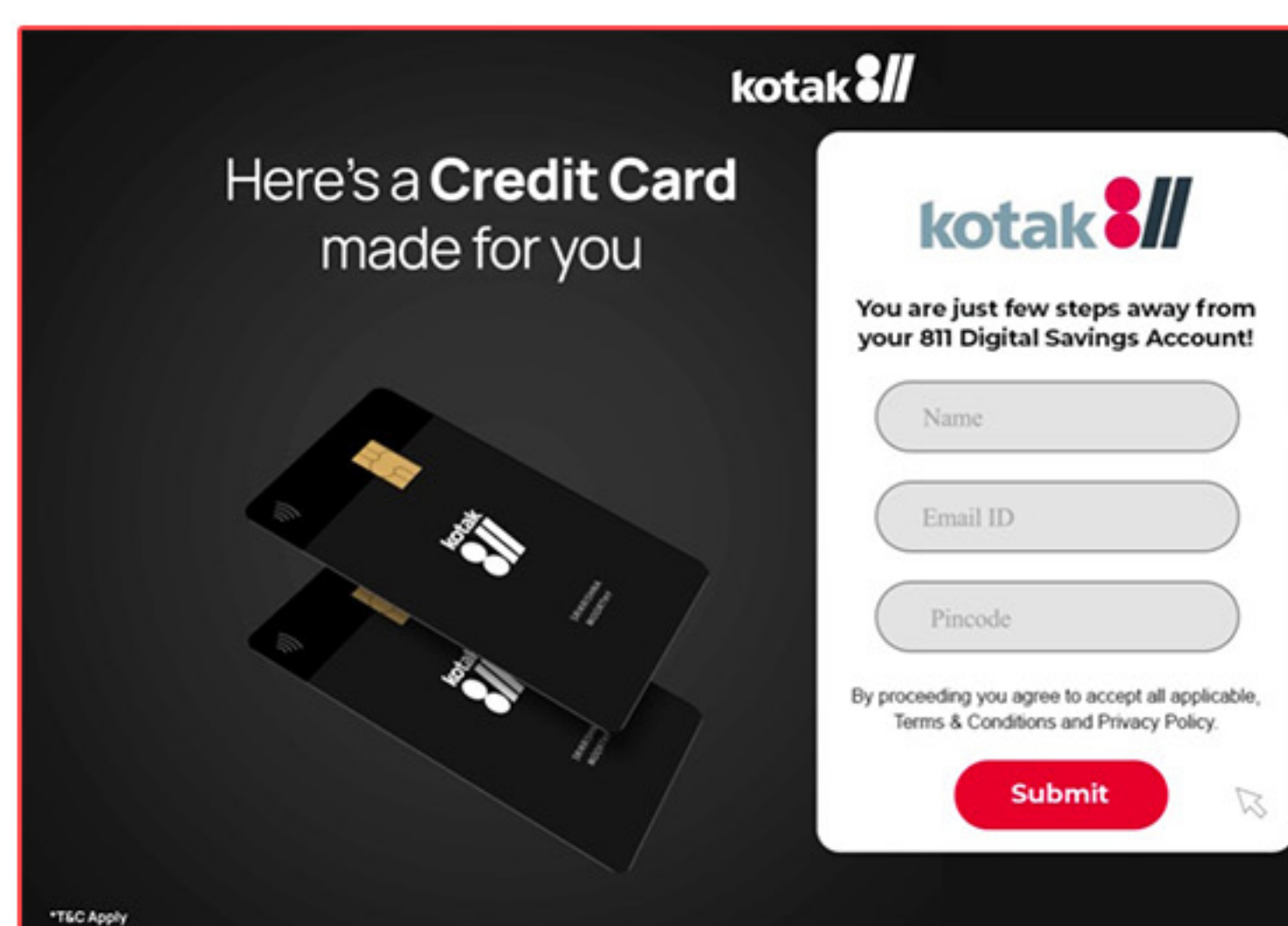
### Strategy

#### Contextual alignment :

Silverpush's contextual solution identified content that was most read by the target audience for banking & finance related information.

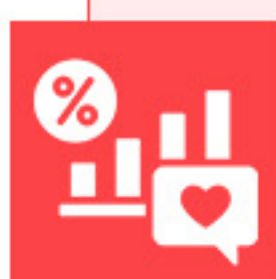


**Dynamic Video Optimization :** To further amplify the ad effectiveness, Crafters – the dynamic video optimisation solution created an interactive dynamic element in which viewers could fill the lead while watching the video ad, without being redirected to the landing page. In this format, user engagement with the video is not getting a break!



### Results

The campaign was a huge success!



Industry-leading engagement rate of **more than 8%**.



Achieved **VTR & CTR** more than what was planned!

### Insight

- By creating a simple user journey and providing high-level insights from time to time, Kotak811 successfully gathered verified leads, and achieved quality signups!
- **Our partnership with Kotak811 proved to be an incredible success as it received a Silver award at exchange4media Pitch BFSI Marketing Summit & Awards 2023.**

Outsmart the shifting consumer landscape with data-driven tactics and targeted messaging.

**Adapt • Resonate • Connect**