

WE HELPED ZELLE RAISE AWARENESS FOR ITS BRAND AND VALUET PROPOSITION

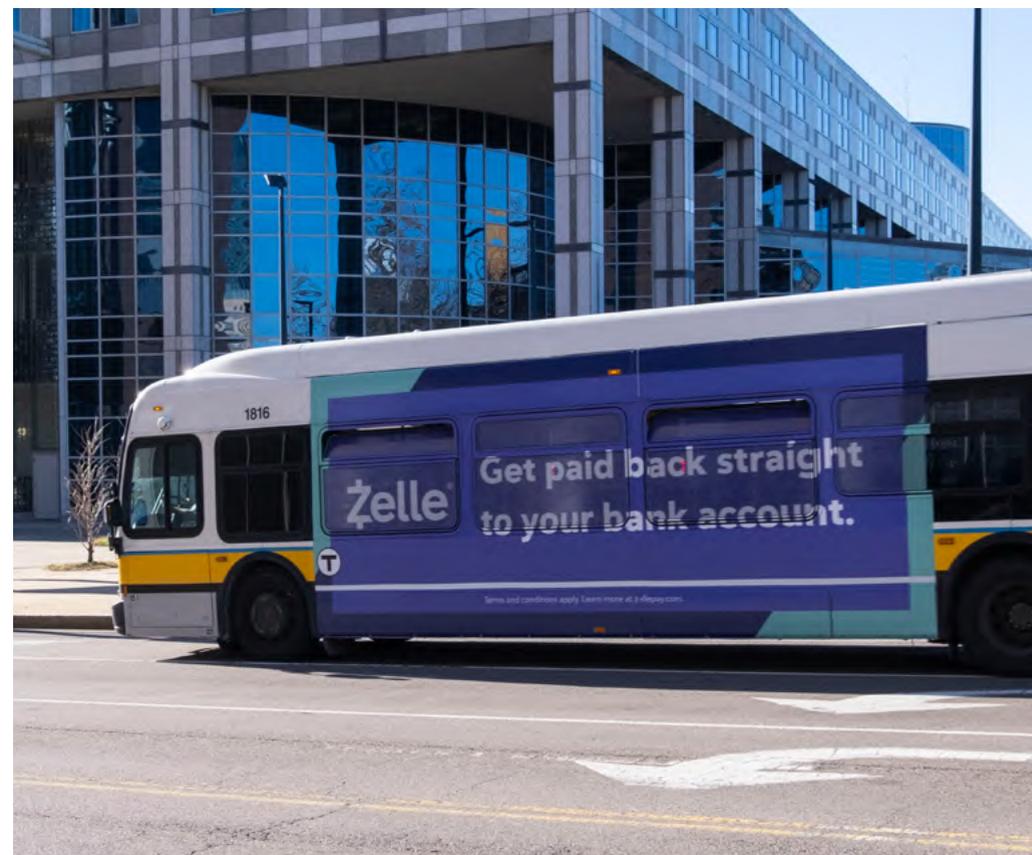
Zelle wanted to enhance its presence and elevate its position in the mobile payment category. So they executed a multiformat, multi-market IRL ad campaign. Did the strategy pay off? To find the answer, OUTFRONT worked with MFour, an independent third-party measurement and attribution provider.

STRATEGY & EXECUTION

- **Markets:** Boston, Detroit, Miami/Ft. Lauderdale, Minneapolis, Philadelphia, San Francisco/Oakland
- **Ad formats:** Various roadside, street level, and transit including walls, digital bulletins, bus shelters and bus wraps
- **Campaign duration:** Four months (September-December 2022)
- **tMethodology:** Control vs. exposed

HIGHLIGHTS & RESULTS

- **Brand awareness lifted**, both aided (+9%) and unaided (+19%), among those exposed to the ads, compared to those not exposed.
- Those who recognized the ads reported **higher brand ratings (+45% lift), consideration (+24%), and intent to use (+58%)** than those who didn't.
- 66% of ad recognizers **reported a better opinion** of Zelle post-campaign.
- **NPS increased 21 points** among ad recognizers.
- **50% of those exposed recalled** the ads' main message.



zelle

RESULTS

+45%

LIFT IN BRAND RATING

+24%

LIFT IN BRAND CONSIDERATION

+58%

LIFT IN INTENT TO USE

66%

REPORTED BETTER BRAND OPINION
POST-CAMPAIGN

SOURCE: MFOUR

DISCLAIMER: OF COURSE, THE RESULT OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY (CLICK-THROUGH OR SECONDARY-ACTION RATES), OR REVENUE.FDAFDA