

CONNECTED  STORIES™

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CRÉDIT AGRICOLE

CASE STUDY

2019

The Campaign

In May 2019 the French banking group Crédit Agricole promoted an interactive video campaign to make its loan services better known among its Italian clients.

- The interactive campaign was created by Havas Media in collaboration with Connected Stories platform to help Crédit Agricole creating more engagement among its Italian users as primary KPI.
- This banking group wanted to launch two different video ads with the same interactive widgets to see if this would have influenced campaign's performances.
- When live, the campaign has been handled through a platform that Havas Media uses in self, supported by Connected Stories' CMP.



Interactive widgets

During this campaign, Crédit Agricole's KPI was creating more engagement among Italian digital users by using some interactive widgets created by Connected Stories:

- **Interactive cards** that opened after choosing one of the three options showed into the banner on the top part of the video.
- An **interactive CTA**, located in the right corner at the bottom of the ad, which redirected the user to a Crédit Agricole's web page to calculate a realistic loan payment amount based on the user's needs.

1

MULTIPLE CHOICE BANNER



2

INTERACTIVE CARD



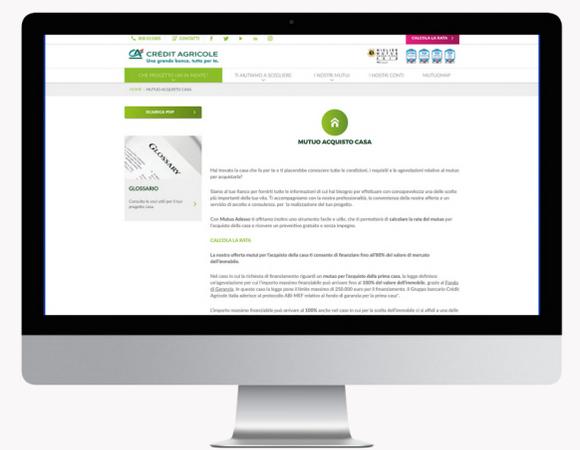
1

INTERACTIVE CTA



2

CREDIT AGRICOLE'S WEBPAGE



CLICK THROUGH RATE

Main Outcomes

- The whole campaign reached a CTR of almost 3% which is a very good result if compared to other performances reached by interactive widgets of the same type.
- On this video ad the user was invited to choose one from the three options and click on it to discover more about it. At the end of the campaign we can say that “Surroga mutuo” has been clicked the most followed by “Acquisto casa” and “Restaurazione casa”.
- As previously said, the client wanted to put live two different video ads with the same interactive elements to test if this would have led to different performances but, at the end of the campaign, it is possible to say that this have not influenced final results which are almost the same.



Total

2.89%



Credit Agricole - APP

This video shows that you can track your loan request with Crédit Agricole's app.

2.86%



Credit Agricole - NO APP

This video explains Crédit Agricole's loan service without mentioning the possibility to also use a specific app.

2.93%

Exclusive Multi-Layered Video Technology

- Patented technology to create video content consisting of multiple layers;
- Combination of layers made at distribution stage in real-time;
- Orchestrated by rules inferred by machine learning process;
- Video Player agnostic, works with the most popular solutions on the market.



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