

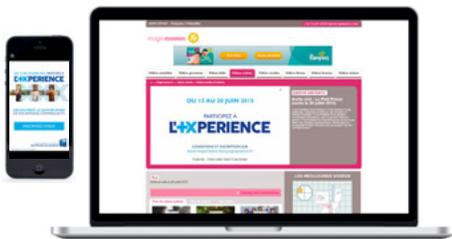
# A New Level of Audience and Cross-Device Understanding

## The Client:

Group BPCE is France's second largest bank. Through its subsidiaries, the company serves more than 40 million customers nationwide.

## The Campaigns:

Working in conjunction with the Publicis-owned agency ZenithOptimedia, BPCE's Banque Populaire has run several campaigns with Atlas, including "eXperience," (making people meet and discover the know-how of BP's small business community client), "Convention 1 Euro" (promoting student banking contracts) and "Etudiants Logements" (offering student housing services exclusivity). The primary goal of this case study was to increase Banque Populaire's understanding of its audience by determining the targeting success of each campaign.



eXperience



Convention 1 Euro



Etudiants Logements

## The Results:

Using Atlas' people-based measurement and delivery, Banque Populaire was able to determine that its media buys for the student housing campaign (ages 16-24) delivered at 48% on-target. However, adults 25-34 converted two times more often than the primary target, even though they represented just 15% of total reach. Since the older age group was clearly interested in these offers too, future marketing campaigns may include housing search services targeted to them as well.

Additionally, post-campaign analysis revealed a handful of publishers who indexed off-target and/or delivered too many ads per conversion. In the future, these publishers will be excluded from campaigns built for students.

Banque Populaire and ZO were also able to glean insights about the impact of their mobile media investments on these campaigns. For the campaign promoting the small business community, Atlas' cross-device capabilities were hugely beneficial — even though impressions were split between desktop (58%) and mobile (42%), 75% of all cross-device conversions came from people whose last exposure had been on mobile. Since traffic to its mobile website is low, Banque Populaire had once considered reducing its mobile ad spend, but now plans to continue with a balanced desktop/mobile mix because of this discovery.

The Banque Populaire and ZO teams also commented on Atlas' ease of use, and the simplicity of incorporating the platform into their workflows. Process and setup for each campaign was described as "very efficient," and Atlas was noted for its user-friendly capabilities in contrast with other marketing solutions.

"The UI allows you to easily pull reporting by using your key data: age, gender, impression or device type," said Arnaud Lauga, Chief Technology Officer, ZO & Performics. "With the Creative Concepts feature, we saved time by assigning placements and concepts easily without changing the size of each creative. When you have to manage this level of complexity, this helps make sure you traffic the campaign right the first time. And the response time of all Atlas teams was very efficient."

*“By working with Atlas, we have been able to reach a new level in terms of audience and cross-device understanding. For these campaigns, where the focus is not limited to the conversion rate, our primary goal is uncovering insights about the quality of the delivery, and Atlas makes that possible.”*

**CHANTAL PETRACHI**

Communication Director, Banque Populaire

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