

Money Dashboard Drives Conversion with Multiplatform Content Campaign

Background

Money Dashboard is a personal finance aggregator which allows users to see and manage all their bank accounts and expenses through a single, user-friendly platform. A fast growing and dynamic brand, Money Dashboard is always looking for innovative ways to attract new users – especially amongst Internet savvy users aged 25 to 42 years.

Goal

The Money Dashboard campaign was spearheaded by creative performance agency, Zag and global content creators, Quill. Together they developed a content rich and highly focused campaign, featuring a wide range of original, educational, informative and authentic personal finance content. The content was housed on the personal finance aggregator’s website and was designed to engage UK users new to the brand, drive increased traffic to the site and ultimately convert visitors into active users of the platform through smart conversion.

Solution

Working collaboratively, Money Dashboard, Zag and Quill created a data-driven content plan consisting of multiple content types, ranging from educational articles such as, “4 ways to slash your household budget...” through to text based, ‘soap box’ style, personal finance content. In total, Quill helped Money Dashboard to create 4 videos and 165 mobile optimised blog entries in just 6 months.

In addition, to drive the reach of its content and boost engagement amongst its target audience, it employed content discovery platform Outbrain. Carefully selected pieces of Money Dashboard content were amplified across the Outbrain network and delivered across desktop, tablet and mobile to readers who were most likely to be interested in it, drawing on the discovery network’s sophisticated and proprietary algorithms. Outbrain also worked with Quill and Zag to develop multiple headlines throughout the activity, which were successful in driving increased exposure and driving engaged traffic to the optimised Money Dashboard website.



Results

During a 3-month period (March – May 2014) Outbrain surfaced the campaign over **76 million impressions** and drove over **155,000 clicks** to Money Dashboard’s content. Outbrain outperformed all other platforms and the campaign saw **1,557 registrations** to the Money Dashboard service.

Highly targeted towards mobile, **58% of Outbrain’s recommendations were delivered across smartphones** and higher than average engagement was seen across this channel.

“By taking a holistic approach to content marketing and partnering with best-in-class partners we were able to create a comprehensive content rich campaign that reached our audiences in an authentic way. Tailored content, an optimised website with rich media and targeted amplification surfaced premium content allowing us to drive high engagement, conversion and ultimately adoption for Money Dashboard.

- Marc Murphy, Marketing Manager of Money Dashboard