

PREPARED BY TSG



Media Recommendations

1

Social Ads

Engagement Tactic

- Creative: Video and Display ads.
- Allows the audience to engage with content through likes, reactions, video views, comments and clicks to site.
- Create look-a-like audience from landing page audience.
- Retarget ads to those who visited the site but didn't convert.



2

Digital Video & Display Ads

Engagement Tactic

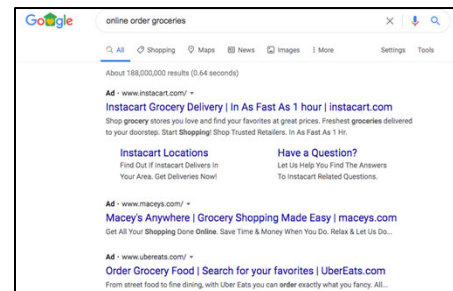
- Creative: Video and Display ads
- Digital banners ads placed programmatically across a network of sites next to relevant content.
- Create an audience of non-credit union members using 3rd party data (ex. credit card users).
- Retarget ads to those who visited the site but didn't convert.



3

Paid Search

- Target users based on their online search habits if they are looking a new bank or specific offering
- Especially geography, demographic, interest terms for both brand and non-brand.




4

PREPARED BY TSG



Investment Tiers

5



Tier 1 (High)

Tactic	Clicks	CTR	Impressions	Investment
Facebook	21,428	.50%	4,285,714	\$30,000
Paid Search	10,000	1.0%	1,000,000	\$25,000
Programmatic	30,000	.06%	5,000,000	\$20,000
Total:	61,428	N/A	10,285,714	\$75,000

6

Tier 2 (Medium)

Tactic	Clicks	CTR	Impressions	Investment
Facebook	17,500	.50%	3,500,000	\$25,000
Paid Search	6,000	1.0%	600,000	\$15,000
Programmatic	15,000	.06%	2,500,000	\$10,000
Total:	38,500		6,600,000	\$50,000

7

Tier 3 (Low)

Tactic	Clicks	CTR	Impressions	Investment
Facebook	7,500	.5%	1,875,000	\$15,000
Paid Search	4,000	1.0%	400,000	\$10,000
Total:	11,500		2,275,000	\$25,000

8