

Near Case Study

HSBC PHILIPPINES



Location & Audience Targeting by Near help HSBC promote the benefits of its Credit Cards through Mobile Advertising

CHALLENGE:

HSBC wanted to reach affluent on content apps to promote its tie-ups with various partners in different sectors- travel, shopping, dining etc to offer benefits to existing HSBC credit card holders. They wanted to do the promotion within 20-50m of key business districts, premium residential areas and partner establishments.

SOLUTION:

Near did location, audience & app targeting for HSBC. The affluent up to 60 years of age were reached out on premium content apps on travel, shopping and food. The creative led the user on a landing page, which highlighted the benefit of using the HSBC card at its partner establishment.

RESULT:

HIGH CTR OF
1.56%

HSBC saw high engagement of 1.56% CTR through the targeted campaign.



HSBC

CAMPAIGN SUMMARY

Location:

Philippines

Objective:

Promote the benefits of holding a HDFC credit card to specific audiences in specific locations on premium apps

Solution:

Affluent targeted near premium business & residential districts, and also near partner establishments where they can avail the offers on the HDFC credit card



Ad Format:

Interstitial Ads



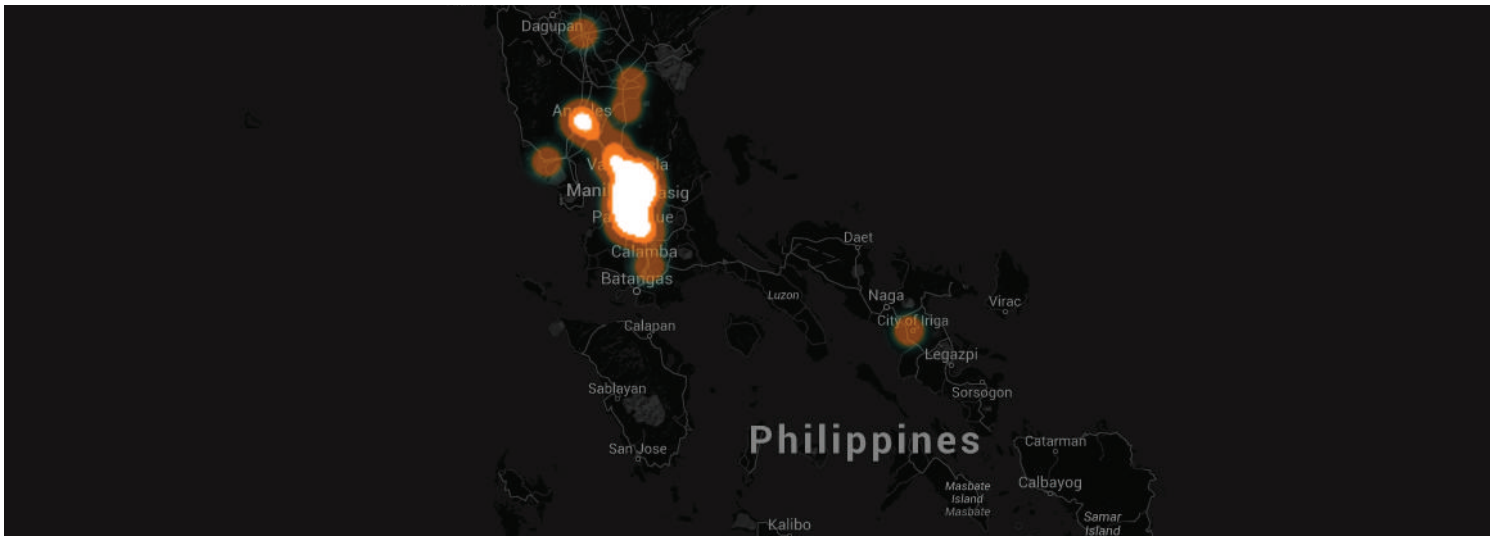
Platforms:

Smartphones, Tablets

AD CREATIVES >>



HEAT MAP >>



About Near

Near is the largest location intelligence platform providing real-time information on places, people and products. The Near platform powers its flagship product to leverage historical location and context for data driven marketing.

Founded in 2012, Near is headquartered in Singapore with a presence across Australia, South East Asia, Japan, India and Europe. To date, the company has more than 700 million profiled audiences and has put it to work for marquee brands such as P&G, Coca Cola, Ikea, Audi, McDonald's, Toyota, Nike and Samsung.

Near is backed by investments from leading venture capitalists Sequoia Capital, JPM Private Equity Group, Telstra Ventures and Global Brain Japan.

Visit www.near.co to find out more.