

PollStream Helps Scotiabank Bring the Power of Conversation to a Banner Campaign

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Michael Seaton
Director of e-Marketing
Scotiabank

Scotiabank is one of North America's leading financial institutions and Canada's most international bank with branches and offices in some 50 countries. Scotiabank offers a comprehensive selection of products and services, from domestic banking products aimed at consumers to specialized services for small business, as well as large corporate and institutional clients.

With broad international reach and extensive product diversity, Scotiabank maintains a focus on providing individual attention to its customers, helping them to make more of their money. Their brand message is “You're richer than you think.”

The Challenge: Many Products, Wide Audience

Scotiabank wanted to reach the broadest possible audience of Canadians on the Internet. One way of doing this was through banner advertising on strategic websites. Unfortunately there wasn't a single banner strategy that could do justice to Scotiabank's voice in the marketplace and deliver as much personal involvement as possible in their message.

As Director of e-Marketing for Canada's Scotiabank, Michael Seaton wanted to engage a non-customer audience with Scotiabank's core message. One tool at his disposal was the bank's monthly e-newsletter, The Vault, a robust collection of financial content. The goal was to link specific content from The Vault to Canadians at large through interactive banner ads.

The Solution: PollStream Expands the Reach of Banner Advertising

PollStream gave Seaton a flexible, compelling way to deliver the Scotiabank message to the broadest possible audience – all within the space of a single ad placement. Instead of pushing an individual product or service, PollStream used the format of an interactive poll to establish a dynamic conversation with participants. By asking a direct question about personal financial goals Scotiabank captured the interest of Canadians who wanted to improve their financial situation.

Scotiabank discovered that people were more likely to respond to PollStream than to other forms of banner advertising. Once people were involved in a PollStream conversation, they found themselves becoming part of a community of respondents, sharing insight on issues that they cared about. The feedback from each answer kept each participant highly involved in the dialog.

PollStream's use of multiple questions in a branching structure meant that each interaction remained highly relevant to the entire pool of participants, even when individuals had widely different interests.

"Everybody likes to interact," says Seaton. "The nature of a poll invites curiosity, interaction, comparison. Polling turned out to be a great way to present our content to Canadians and bring them into *The Vault*."

PollStream's Event Triggered Marketing: A Personalized Approach

Once participants were engaged with PollStream, the conversation gave Scotiabank an open channel to link participants to content from *The Vault*. As people interacted with PollStream they declared their interests and provided Scotiabank a clear picture of their individual needs. PollStream was then able to deliver relevant content immediately back to them.

PollStream's Event Triggered Marketing module took the input from poll participants and applied a set of predefined rules making it possible to dynamically generate highly personalized email based on relevant articles from *The Vault* library.

The result? Using PollStream as the engine, Scotiabank was able to extend a highly successful permission-based email campaign that reached a new universe of prospects. What's more, every email message was personalized to match the participant's interests.

How well did this strategy work? "There was a significant increase in traffic compared to a standard ad," says Seaton. "The percentage increase in traffic was in double digits. Completion rates are higher than our expectations."

Real-World Experience Means Real-Time Results

Scotiabank found that one of the important benefits of PollStream went beyond the power of the individual tools.

PollStream's real-world experience in engagement marketing made it easy to customize a poll solution that perfectly matched Scotiabank's needs. What's more, the PollStream team stayed involved in the process as the poll was underway, helping Scotiabank maximize returns.

"This highly measurable aspect of the PollStream system allowed us to put a live in-market test side by side with something we had done days before" says Seaton. "That insight brought to us by the PollStream team allowed us to increase the number of new customers."

For instance, PollStream noticed that there was a drop-off in participation when people reached a screen that offered a "subscribe" button to sign up for *The Vault*. PollStream staffers suggested that instead of a button, the subscription form itself should be available at that point in the poll. Immediately after this change subscriptions to *The Vault* jumped significantly.

Interactive Marketing Just Got Easier

The Internet is changing the landscape of consumer decision-making. Individuals have more choices, better access to information and are more empowered to act on their own behalf. PollStream gave Scotiabank the opportunity to open a dialog with these Internet-savvy shoppers, engaging them with information they found interesting. Creating an online conversation is in the spirit of the next generation of services available on the web, sometimes referred to as Web 2.0.

"As a marketer, Web 2.0 is about communicating a context and an experience with our brand," says Seaton. "Our goal was to open a dialog with potential customers, show them what we are all about and build new relationships along the way. PollStream helped us achieve this with one tactical web execution."