

# Your Competition is Advertising on the Internet - Shouldn't You?

## Open Internet Channel

### Go Where Your Account Holders Are





In recent years, we've all spent more time at home and have changed the way we shop, dine, and spend time socially. In response, retailers, restaurants, and even financial institutions (FIs) have pivoted their operations and marketing strategies to make it safer and easier for account holders to do business with them. This trend has wildly accelerated the adoption of digital banking with seventy-five percent of people using digital banking channels for the first time indicating that they will continue".<sup>1</sup>

As a result, the US financial services industry's spend on digital advertising continues to rise, will reach nearly \$349B in 2022, an increase of 13.% over 2021.<sup>2</sup> Retailers and financial institutions alike realize they need to advertise where their account holders spend most of their time - online.



### Open Internet Channel

Segmint's unique integration with an industry-leading demand side platform (DSP) allows our clients to securely deliver highly-targeted messages to account holders **on any device** they choose to navigate the Open Internet. The opportunity to deliver targeted engagements is bid on and sold instantaneously through a programmatic auction. Upon successful win, your message is securely served through Segmint's patented One Way Trust integration, ensuring no account holder data is exposed.

-  Increase opportunities to reach account holders navigating the open Internet on a multitude of their devices.
-  Complement the messages you serve on your own digital & traditional channels.
-  Drive account holders back to relevant content on your public website.
-  Access automated end-to-end account opening and click reporting.

### Getting Started



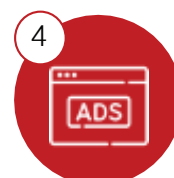
1 Identify Strategy



2 Define Budget



3 Build Audience with Customer Insight KLLs



4 Develop Campaign Assets



5 Initiate Campaign and Track Performance



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### How It Works

Claire is an account holder of the FI and has been assigned a set of Key Lifestyle Indicators (KLIs) describing her product mix and transactional behavior. When Claire visits the FI's website, she is assigned a **DSP (Demand Side Platform)** token to anonymously identify her while navigating the Internet. This DSP token is associated to her unique Segment ID and her profile of KLIs.

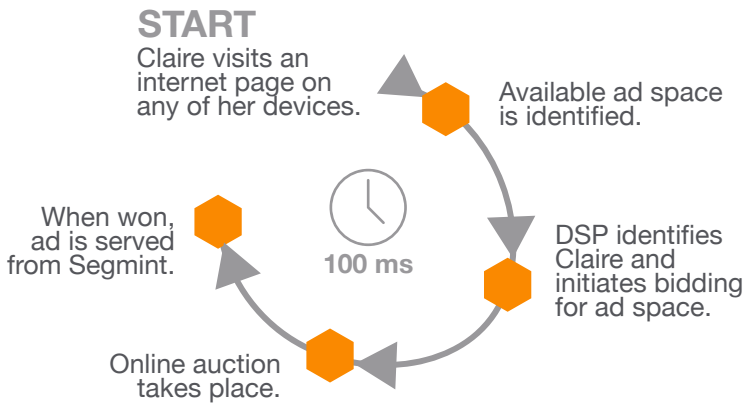


Segment can also target on the open internet by associating the DSP token to a profile of Intent KLIs.



When Claire navigates the Internet on *any of her devices*, our DSP uses cross device targeting to identify her as a member of a Segment campaign audience. When she visits a site with available ad space, Segmint's DSP partner bids on the opportunity to serve an ad to Claire.

**With Open Internet Channel**  
 Serve ads to Claire on all of her devices *mobile, tablet and desktop.*



When won, the ad is served to Claire. By continuing conversations with Claire on the Internet, the FI improves their relationship with Claire and her likelihood to achieve campaign goals.