

# WE HELPED ZELLE RAISE AWARENESS FOR ITS BRAND AND VALUE PROPOSITION

Zelle wanted to enhance its presence and elevate its position in the mobile payment category. So they executed a multi-format, multi-market out of home campaign. Did the strategy pay off? To find the answer, OUTFRONT worked with MFour, an independent third-party measurement and attribution provider.

## STRATEGY & EXECUTION

- **Markets:** Boston, Detroit, Miami/Ft. Lauderdale, Minneapolis, Philadelphia, San Francisco/Oakland
- **Ad formats:** Various roadside, street level, and transit including walls, digital bulletins, bus shelters and bus wraps
- **Campaign duration:** Four months (September-December 2022)
- **Methodology:** Control vs. Exposed

## HIGHLIGHTS & RESULTS

- **Brand awareness lifted**, both aided (+9%) and unaided (+19%), among those exposed to the ads, compared to those not exposed.
- Those who recognized the ads reported **higher brand ratings (+45% lift), consideration (+24%), and intent to use (+58%)** than those who didn't.
- 66% of ad recognizers reported a **better opinion of Zelle post-campaign**.
- **Net promoter score increased 21 points** among ad recognizers.
- 50% of those exposed to the ads **recalled its main message, that Zelle gets you paid directly to your bank account**.

**zelle**

SOURCE:  
DISCLAIMER: OF COURSE, THE RESULT OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY (CLICK-THROUGH OR SECONDARY-ACTION RATES), OR REVENUE.

OUTFRONT

