

CASE STUDY:

UTI MUTUAL FUND GAINED OVER 3,500 LEADS THROUGH VIDEO CONTENT WITH OUTBRAIN



Solution:

Amplify

Vertical:

Financial Services

Objectives:

- Drive engagement of video content hosted on BeSwatantra.com
- Generate leads for Systematic Investment Plan (SIP)

Overview: UTI Mutual Fund is a pioneer in the Indian Mutual Fund Industry managing the investments of approximately ten million Indians. With Assets Under Management of more than 1 lakh crores, it is one of the trusted wealth managers in the country with a Brand Equity Index score of 2.9, as per the Nielsen Syndicated Research of 2015-2016. With 150 UTI Financial Centres, 375 Business Development Associates at districts and taluka levels spread across the country, and more than 40000 Individual Financial Advisors, UTI has become one of the most formidable distribution networks in the country.



Challenge: UTI Mutual Fund wanted to be pioneer in getting millennial investors on board, and was looking for a way to create awareness and drive sign-ups for their Systematic Investment Plan (SIP). Apart from the usual routes of using social media, display networks and traditional publishing houses to target the young audience, they incorporated content marketing into their outreach strategy and launched BeSwatantra.com - a content hub that features engaging videos and articles on topics around Investor Education.

The choice of video content was a way for UTI Mutual Fund to produce stories that had a genuine message that people could relate to. This was a way for UTI Mutual Fund to demonstrate their commitment to the authenticity of the content.

RESULTS:

70M

IMPRESSIONS DELIVERED
OVER 3 MONTHS

78K

CLICKS

4.3%

CONVERSION RATE

3,500

PLUS LEADS

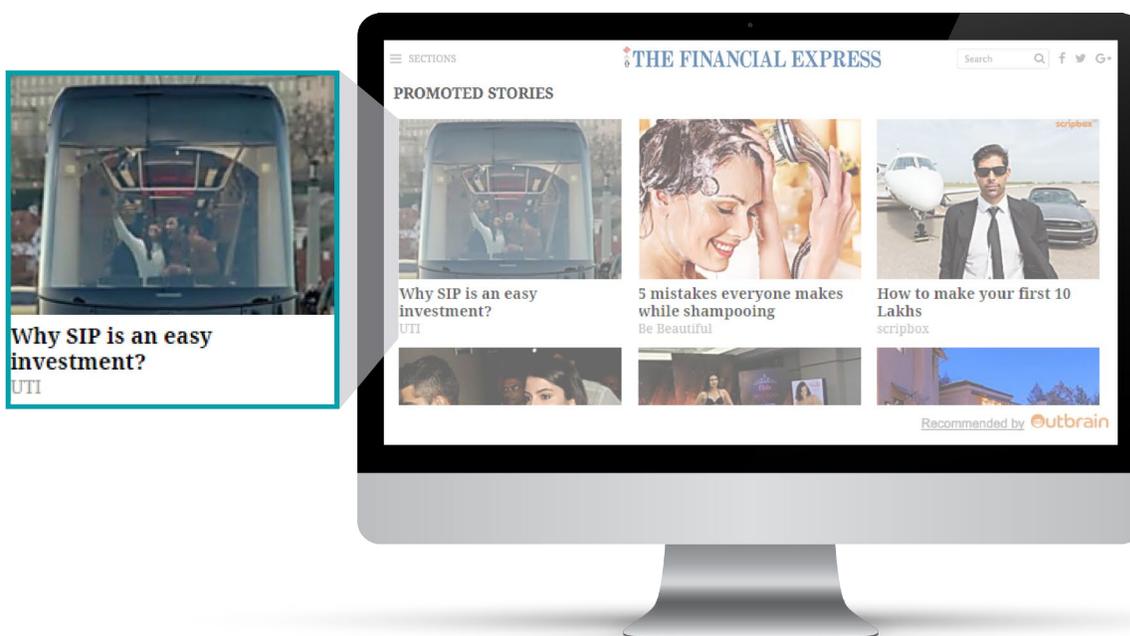
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Solution:

Through Outbrain Amplify, UTI Mutual Fund managed to drive nearly 78,000 visits to their video content. Videos were followed by an article on the benefits of their Systematic Investment Plan and a SIP Calculator, which allowed visitors to select their goals and automatically calculated the monthly investment amount required to achieve those goals.

Working with Outbrain allowed UTI Mutual Fund to reach audiences who were browsing content on premium publishers sites such as The Hindu, IBN Live, The Indian Express and FirstPost, and were likely to be interested in the concept of SIP and most importantly the videos. With a reach of over 100 million monthly uniques in Asia Pacific alone, Outbrain helped UTI Mutual Fund connect with new audiences and drive traffic from premium publishers.



“Outbrain has really helped us tell our story in the Indian market. Through Outbrain, we are able to see what content works, what doesn't, and we can get very smart with the money we invest to amplify our content. Over the course of the campaign, Outbrain proved to be one of the most efficient drivers of engaged audiences and leads to our content by allowing us to distribute videos efficiently and at scale, knowing links to our content would appear across a premium, brand safe environment. The post click engagement data showed clearly that audiences coming from Outbrain were highly engaged and came with a real intent to consume the content.”

– Kaushik Chakraborty
Senior Vice President - Digital Marketing & Online Sales

For more information on how Outbrain's Amplify can improve your marketing, visit outbrain.com/amplify-for-brands or contact your sales representative.