

CARVERTISE

NAVY FEDERAL CREDIT UNION

WEB LIFT CASE STUDY

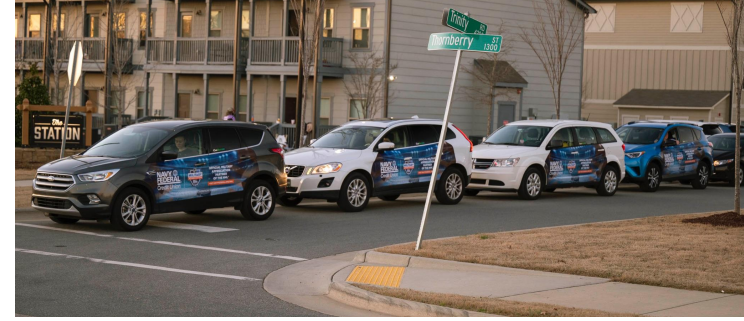


NAVY FEDERAL CREDIT UNION

BACKGROUND & STRATEGY

Navy Federal Credit Union launched 10 Rideshare cars in Raleigh, North Carolina for 4-weeks, sending cars to the NHL Stadium Series Game on Saturday, February 18, 2023 at Carter-Finley Stadium.

Carvertise, in conjunction with StreetMetrics, tracked 10 Navy Federal Credit Union Rideshare cars in the Raleigh market to study visitation rates to their website after being exposed to their Carvertise cars.



NAVY FEDERAL CREDIT UNION

WEB LIFT RESULTS

Carvertise tracked over 57,000+ Unique Device IDs and found that people exposed to a Carvertise car were **118.48% more likely** to visit Navy Federal Credit Union's "Become a Member" web page when compared to individuals who were not exposed. The overall campaign produced over 1,000+ visits to their website.

GROUP	UNIQUE DEVICES	WEB VISITS	VISITATION RATE
EXPOSED	57,528	1,020	1.77%
CONTROL	56,559	459	0.81%



NAVY FEDERAL CREDIT UNION

WEB LIFT WEEKDAY RESULTS

The highest visitation rate for the “Become a Member” web page for exposed individuals by day of the week was observed on Saturdays, (NHL Gameday) with a **3.88% visitation rate.**

The Become a Member page received the highest number of visits on Saturdays with **25% of total visits.**

The largest significant lift over the control group was observed on Saturdays, with a **4.4x increase.**



NAVY FEDERAL CREDIT UNION

TOTAL CAMPAIGN RESULTS

Navy Federal Credit Union drivers have exceeded expectations by **1,300** miles and **183,900** impressions resulting in an additional **\$3,043** worth of brand awareness

	CAMPAIGN EXPECTATIONS	CAMPAIGN PERFORMANCE	DELTA
MILES/CARS	900	1,030	+130
MILES/FLEET	9,000	10,300	+1,300
IMPRESSIONS/CAR	126,900	145,290	+18,390
IMPRESSIONS/FLEET	1,269,000	1,452,900	+183,900

