

CASE STUDY: HOW VISA USES VIDEO CONTENT TO INFLUENCE DECISION-MAKERS



SOLUTION

- Outbrain Amplify

VERTICAL

- Financial Services

KEY THEMES

- Influence decision-makers in banks, merchants and governments

Background: Visa is a global payments technology company that connects consumers, businesses, financial institutions and governments in more than 200 countries and territories to fast, secure and reliable electronic payments. Through Visa, financial institutions are able to offer more choices to consumers: pay now with debit, ahead of time with prepaid or later with credit products.



WHY CONTENT MARKETING?

Challenge: In 2014, Visa Asia Pacific was looking for a way to reach and influence decision makers in banks, merchants and governments across the region. Visa incorporated content marketing into their communication strategy and launched VisaAPnews.asia - a Tumblr newsroom that features engaging videos on topics such as economics, driving business, viewpoints and innovation.

The choice of video content was a way for Visa to produce stories that had a genuine message and values. This enables Visa to demonstrate their commitment to the authenticity of the content.

“**Outbrain has really helped us tell our story across Asia-Pacific. 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.**”

Kris LeBoutillier
Content Director, Asia Pacific at Visa

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ABOUT OUTBRAIN

Outbrain is the world's largest content discovery platform, bringing personalised, relevant online, mobile and video content to audiences while helping publishers understand their audiences through data. Outbrain serves over 190 billion personalised content recommendations every month and reaches over 565 million unique visitors from across the globe.

Top-tier premium publications that currently leverage the Outbrain platform include: CNN, ESPN, Time Inc., BBC, The Guardian, The Times of India, South China Morning Post, Sydney Morning Herald, The Straits Times and Le Monde.

Founded in 2006, the company is headquartered in New York with a presence in a growing number of locations globally, including the U.S., UK, Israel, Singapore, Japan and Australia.

ABOUT CLICK2VIEW

Founded in Singapore in October 2010, Click2View is an award winning content marketing and production company that partners with brands, corporates and media owners across Southeast Asia to strategise, create and amplify engaging content to relevant audiences.



INVESTING IN CONTENT MARKETING

Solution: Working with Click2View to create great video content, and then using the Outbrain discovery platform to promote their content assets on VisaAPnews.asia allowed VISA to reach audiences who were browsing content on premium publishers sites and were likely to be interested in their branded videos.

The success of Visa's content marketing efforts can be attributed to the quality of content that's being amplified. Great storytelling, catchy headlines and agile content creation with the help of Click2View have all contributed to the high level of engagement with Visa's videos. The other key component of Visa's success lies in Outbrain's amplification capabilities: with a reach of nearly 100 million monthly uniques in Asia Pacific alone, Outbrain helped Visa connect with new audiences and drive traffic from premium publishers.

