

FROM THE EXPERTS: FINANCE IN 2021

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AD SPEND OUTLOOK

14% TOTAL DIGITAL AD SPEND

The financial services industry will account for 14.6% of total US digital ad spend in 2020, compared to 13.5% in 2019.

+9% DIGITAL AD SPENDING

Digital ad spending increased by 9.7% in 2020 to \$17.88 billion in the US financial industry

eMarketer, 2020

13%

Increased ad spend in mobile finance in 2020.

eMarketer, 2020

GROWTH IN DIGITAL BANKING

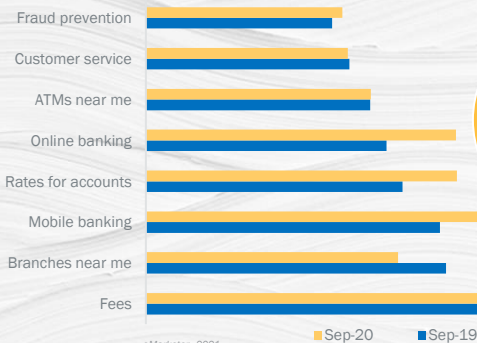
By 2024, 79% of U.S. bank account holders will be using digital banking, resulting in 4 out of 5 people using digital banking in the next 3 years.

eMarketer, 2021

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LOOKING FOR NEW CUSTOMERS?

Top factors Americans consider when switching banks



73%

Of Americans revisited their financial planning due to COVID-19.

Northwestern Mutual, 2020

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CHAMPIONS OF DIGITAL MEDIA

With 20+ years of digital media expertise and Centro's owned & operated technology, Basis we are here to help businesses navigate the all-important 2021. Here are just a few of our offerings to get started!

OMNI CHANNEL ACTIVATION

Activate all digital media campaigns across programmatic, site direct, search, and social, all in one place. Access all digital channels and devices to effectively reach your target audience.

ADVANCED TARGETING SOLUTIONS

Establish a data-driven approach to define the right behavioral elements, prospecting, contextual alignment, or retargeting to reduce wasted ad spend.

CAMPAIGN REPORTING & OPTIMIZATION

Review and monitor real-time analytics across all campaigns and choose between bid multipliers, algorithmic optimization or machine learning optimization to generate better outcomes.

SERVICE

Receive the support you deserve with Centro's Raving Fan Service - the industry's best & quickest on-boarding, customer service and highly rated education programs designed to ensure your success.