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Kiwi Wealth sees 5X increase in new members through “Wake Up Your Money” campaign powered by Adobe Marketo Engage

865% increase in traffic to campaign landing page compared to typical web pages

Auckland, NEW ZEALAND – 29 November 2021 – [Kiwi Wealth](#), a 100% Kiwi owned and operated wealth and investment organisation, has reported a fivefold increase in new members and fourfold increase in new accounts opened as a result of its 2021 “[Wake Up Your Money](#)” campaign powered by [Adobe Marketo Engage](#).

The 12-week “Wake Up Your Money” campaign broke Kiwi Wealth records for the most accounts opened in a single month since its Kiwi Wealth Managed Funds product first launched in 2019. With new fintech offerings flooding the market and consumers looking for smarter ways to invest their money amid low interest rates, Kiwi Wealth recognised the need for a strong awareness campaign that would create excitement for its Kiwi Wealth Managed Funds product and help more people to start investing.

The integrated marketing campaign utilised Adobe’s marketing automation platform, Marketo Engage, where the Kiwi Wealth marketing team created a dedicated website landing page, survey forms and targeted emails to engage potential investors. Overall campaign results were unprecedented, including a five times lift in new members, four times lift in new accounts and four times lift in funds under management.

“We ran a 12-week campaign aimed at eliminating some of the myths about managed funds,” said Laura Stephenson, Head of Marketing at Kiwi Wealth. “While we started with ads on video-on-demand, radio, display, digital and social media, Adobe Marketo Engage formed the core of consumer engagement by analysing interactions across the landing page, email campaign and survey form.”

The “Wake Up Your Money” campaign directed consumers to a campaign landing page where the marketing team were able to measure traffic and engagement in real-time to optimise or change blog content to attract more clicks. Using the Marketo Engage Engagement Model, Kiwi Wealth also created 20 unique audience segments based on factors such as age, account balance and engagement score, to personalise the messaging for each segment to grab attention and lead people back to the website.

“With Adobe Marketo Engage, we basically built the landing page in a day,” said Anna McLauchlan, Head of Marketing Automation. “We saw a huge uptick in traffic to the landing page, around 865% higher compared to typical web pages. Marketo Engage captured all of the information that we needed to understand and segment consumers.”

Using Marketo Engage, Kiwi Wealth also built a five-part email series that addressed one investing myth at a time and provided clear guidance for potential investors to sign up via the landing page. The emails were extremely popular with audiences, achieving open rates of 50%, more than twice the average open rates for campaigns in financial services. The marketing team also directed consumers to fill out surveys created with Marketo Engage Forms, which allowed them to capture requests from customers and send alerts to the Customer Service Centre for follow-up.

“Marketo Engage was at the centre of everything, helping us measure each step, understand engagement, and deliver a more successful campaign,” said McLauchlan. “We had an ambitious vision



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of what data-driven marketing automation could do and Adobe Marketo Engage delivered the mix of features we needed to achieve the targets we set.”

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