ProvidusBank – Platinum Mastercard Campaign (Apple Payments) – Lead Generation

OBJECTIVE: Achieve mileage of **150,000** impressions **daily**

TAGGED LINK : https://www.providusbank.com/platinum-mastercard

DURATION: 30 days

CAMPAIGN ASSET: https://providusbank-my.sharepoint.com/:f:/p/puremeh/EqA5NiG6zBJPqSNYAWmt0PgB_S8qXWR6hvCgMvVCwnOHxQ?e=GFTMwe

Online Property/Tar	Optimization goal	TARGET AUDIENCE	LOCATION	NORMAL TIME	PEAK TIME	WEBSITE PLACEMENTS
Programmatic Advertising	Lead Generation	**Social Economic Class A, B, C** Upward mobile individuals, travelers, students, young professionals, music lovers, iPhone users.	Lagos – 40% Abuja - 20% Port Harcourt- 10% Asaba - 10% Abeokuta- 10% Akure – 10%	7am - 2 pm (55% impressions) ; 4pm - 10pm (45% impressions)	9am - 2pm, 4pm – 8pm	1. Top sites targeting. Vanguard, BusinessDay, Pulse, BellaNaija ThisDay, CNN, Guardian, Daily Trust, Punch, Nairametrics, The Sun Top Apps Truecaller, Audiomack, Punch, etc **60% Broad targeting at N650/CPM** **40% Top site targeting at N800/CPM**