



FRANKLIN TEMPLETON INVESTMENTS

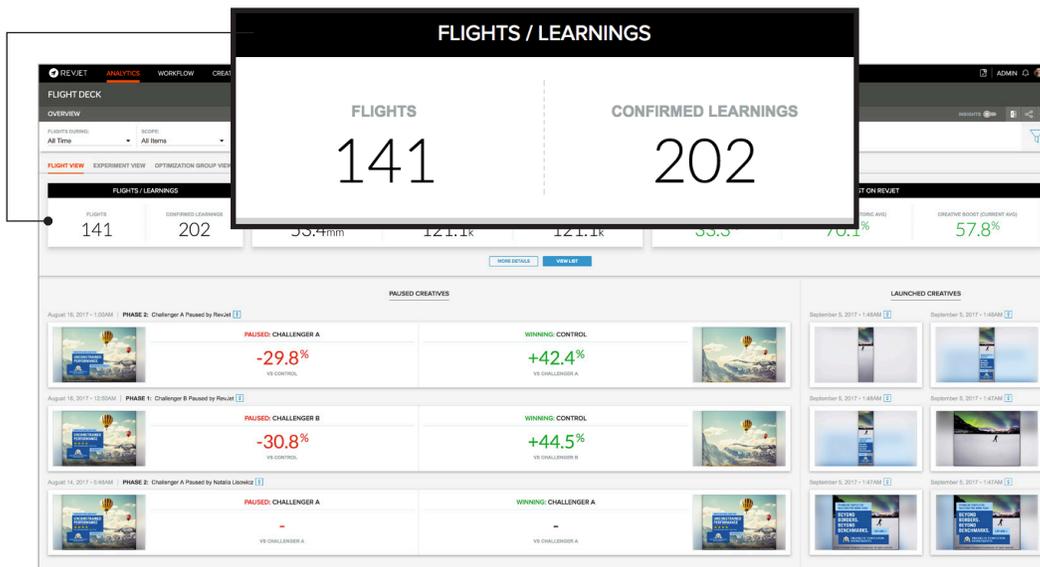
CASE STUDY

MOVING FROM OPINION-DRIVEN TO DATA-DRIVEN

“Test everything, assume nothing.” This simple philosophy guided the Franklin Templeton digital advertising team to generate immediate improvements to their online advertising performance thanks to RevJet’s Orora Operating System.

Franklin Templeton, one of the world’s largest mutual fund companies, enjoyed an incredibly productive first 200 days on the RevJet Marketing Creative Platform. Franklin Templeton launched an astonishing 141 creative experiments, leading to 202 confirmed creative learnings. Targeting high-value Financial Advisors, they delivered tens of millions of highly-targeted impressions with the Orora Ad Serving application, and with over 50% in creative performance boost by deploying the Orora Optimization Suite – all with no additional media cost.

“Using RevJet we’re now consistently developing more effective advertising and creative content, and we’ve got the data to prove it,” said David Delaney, SVP Global Advertising & Brand Engagement at Franklin Templeton Investments. “On RevJet, we’re seeing a 50% creative performance boost with our target audiences from the ad impressions we were already buying, without any extra media cost.”



MARKETING TRANSFORMATION

Franklin Templeton’s Global Advertising team members came together from a wide range of backgrounds and industries. Two common traits amongst all the team members are: 1) deep experience with digital marketing and 2) data-driven mindsets. They want to know what works and what doesn’t.

A primary goal for Franklin Templeton was to transform from opinion-driven to data-driven decision making. Historically, campaigns took months to roll out. A lot of time was spent debating and choosing the best creative for a given campaign. The team wanted to speed up the time to market for campaigns and discover which messaging most resonated with their target audience. When introduced to RevJet, the team knew that this was a great opportunity to combine their collective experience with RevJet to vault the company significantly ahead of where it had historically been.

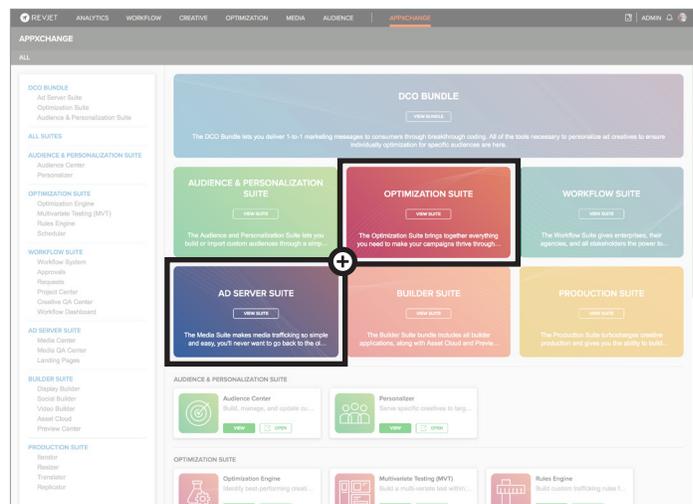
The Franklin Templeton team quickly realized RevJet’s Orora apps could provide a powerful solution to help them solve all of their required use cases. All consolidated on one elegant Operating System.

“I’ve spent years managing digital marketing teams in financial services, and there simply isn’t another marketing creative platform out there that does everything RevJet does,” said Stephen Leung, Manager of Global Digital Advertising at Franklin Templeton. “Having access to all these powerful Orora applications in one elegant UI gives us maximum flexibility and ease of use.”

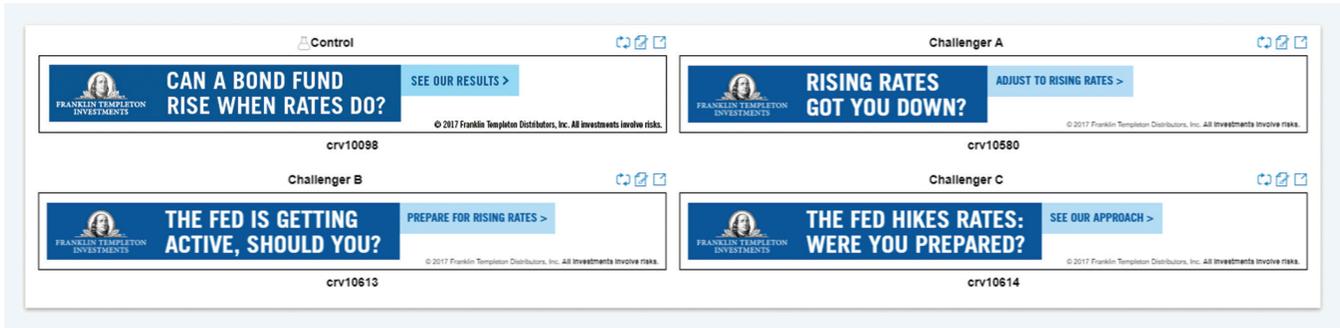
ORORA APPS POWER REAL-TIME REACTIONS

For Franklin Templeton Investments, the day the Federal Reserve announces interest rate changes is important to the company. The raising or lowering of interest rates can have a material effect on Franklin Templeton mutual fund portfolios. Normally, Franklin Templeton wouldn’t change their ad messaging to take advantage of news events like this, due to the long lead time required for creative development and coordination with agencies to execute.

Employing the Orora Ad Serving and Optimization Suites, Franklin Templeton had the ability to switch from an evergreen advertising message to timely rate-oriented creative within minutes after the Federal Reserve announced they would raise interest rates.



This was a great opportunity for Franklin Templeton to test timely ad creative and identify the best-performing message for a mutual fund not prone to be affected by US interest rate changes. Specifically, they tested: 1) fear of being unprepared for rate hikes 2) risk of loss in a rising rate environment 3) helpful and directional and 4) the Control challenging the normal behavior of bonds when interest rates rise.



Using identical media placements for all the creative, Franklin Templeton identified a couple of useful learnings from this test. (1) The timeliest message around being unprepared for a rate hike performed as high as 44% better than the more evergreen Control on the day of the rate change announcement. (2) The power of timely messaging had a limited shelf-life and after about a week, the more evergreen Control started to win again. Not only did Franklin Templeton see benefit in creating more timely messaging, they also identified the right duration for these messages to maximize media and creative performance.

The screenshot shows the NextREV Digital interface with a performance comparison between Challenger B and Challenger A. A callout box highlights Challenger B's performance:

Winning: Challenger B
+29.8%
 VS CHALLENGER A

The interface also shows a timeline of test results:

- March 19 - 2:20PM: Challenger A Passed by RevJet. Paused: Challenger A (-23.0%), Winning: Challenger B (+29.8%).
- March 20 - 5:00PM: Control Passed by RevJet. Paused: Control (-20.3%), Winning: Challenger C (+25.5%).
- April 3 - 4:27PM: Challenger B Passed by Kai Rutledge. Paused: Challenger B (-1.7%).
- April 3 - 4:27PM: Challenger C Passed by Kai Rutledge. Paused: Challenger C.

To help teams get up and running quickly and efficiently, NextREV Digital, the in-house creative optimization agency, ensured efficient onboarding for Franklin Templeton. Through expert consulting and training, NextREV Digital worked closely with the Franklin Templeton's digital advertising and creative services teams to the point where they gained self-sufficiency on the platform.

UNLOCKING CREATIVITY AND IDEA GENERATION

RevJet successfully made the Franklin Templeton team more data driven, but they also experienced an unexpected benefit. Experimenting on RevJet's Orora Operating System unlocked creativity within the department in two ways.

First, testing creative through a data-driven approach actually inspired creativity instead of stifling it. Team members responsible for creative development found they had a greater ability to be creative and test different ideas, because RevJet would determine which idea was best for the stated objective. Second, more often than not, the actual test results were contrary to popular belief. Seeing this, creative designers became more engaged in not only the development of creative, but also the data-driven results. Designers started to provide feedback and were more involved in the creative discussion and decisions than before RevJet.

LOOKING TO THE FUTURE

Through their experience with RevJet, Franklin Templeton experienced a positive paradigm shift on many levels. To promote brand consistency across all channels, Franklin Templeton had rigid brand guidelines for print, television, and digital creative. However, in order to benefit from their new "test and learn" philosophy, senior management realized it was important to be flexible where it makes sense in order to get the most out of RevJet and the creativity of their Advertising Team. They figured out which guidelines were important, and which weren't, to fully open up team creativity and set up their creative tests for success.

"With Orora, RevJet has really reduced the complexity associated with digital creative," says Leung, "Our marketing team moves much more quickly than before thanks to the simplicity of RevJet's marketing creative platform."

Franklin Templeton initially implemented RevJet on the United States business and experienced incredible value. To capitalize on this success, Franklin Templeton decided to immediately roll out RevJet globally across all of their primary business. Franklin Templeton quickly decided the same shift in philosophy and data driven approach would be a benefit to the marketers in additional countries. RevJet would be one of the primary tools to drive future global success.