



A success story: Western Union and Adevinta, finding the clients that need them

Adevinta
Spain

WesternUnion \\WU

It's easy to send
money where it's
needed

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The collaboration between Adevinta and Western Union over the last 4 years, even in times of a pandemic, has been a success story that has grown over time. It's a process that has helped define and identify their target market in a progressive and natural way, a very specific target: people who send remittances to their countries of origin, a service which Western Union has been operating over the last 170 years. Thanks to technology it has never been easier to do so than now.



1 It's easy to send money where it's needed

As far as money goes, the global coronavirus crisis has reminded us all what our priorities are. Our health is fragile and depending on where you are on this planet, it might have a price that is out of reach for many. In those cases, a money-transfer from thousands of kilometres away could be crucial to be able to afford to the required treatment. Thanks to Western Union, millions of people all over the world have been able to send support, and not just money, to their friends and family.

The company has always focussed on simplifying international money transfers as much as possible and always using the latest technological advances. After all, its roots lie in the roll out of the telegraph lines in the mid-nineteenth century all accrossthe USA.

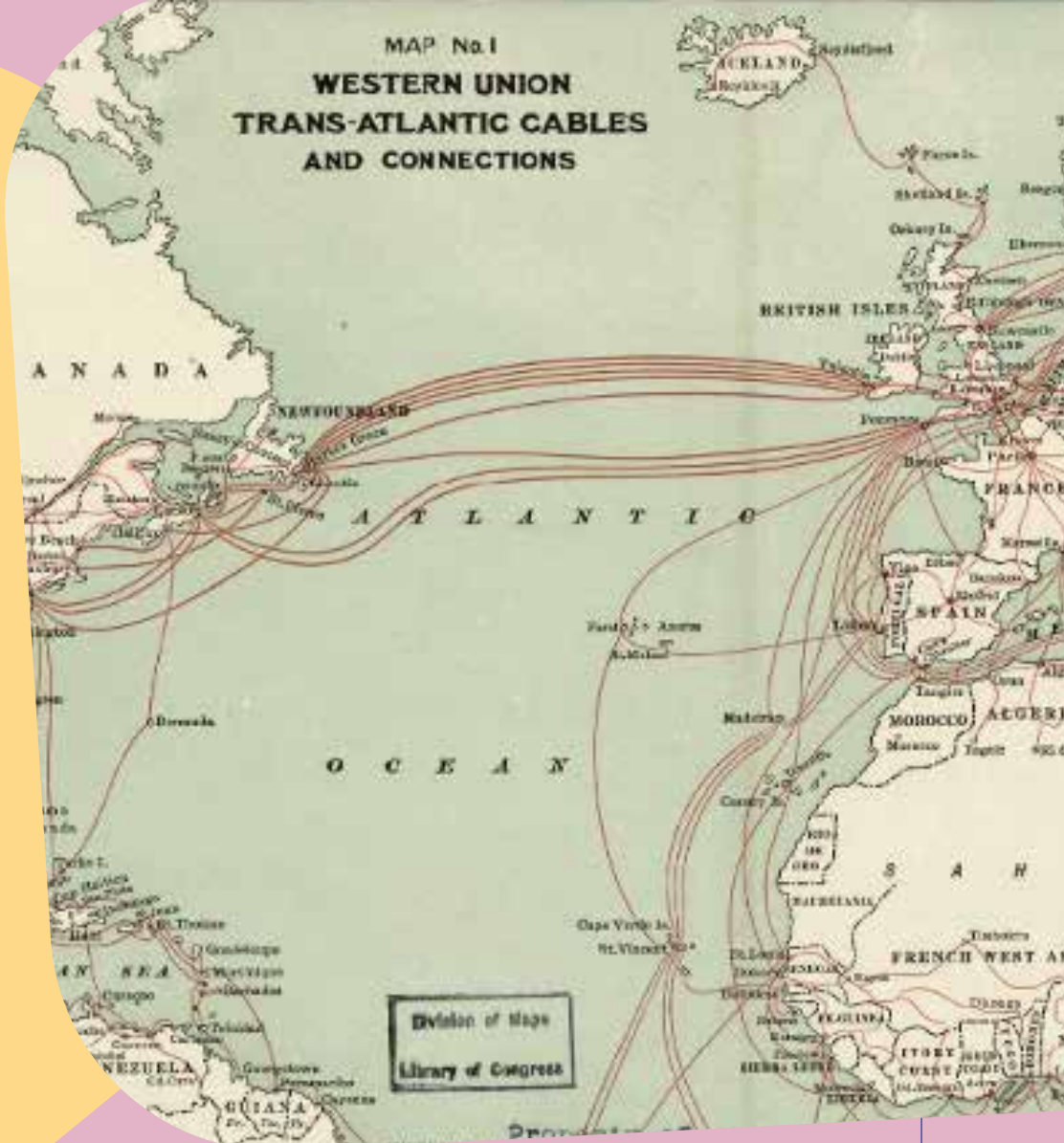


Drawing by George M. Ottinger showing the roll out of the first transcontinental telegraph in the USA, a major milestone by Western Union in 1861.

The internet, the heir that network, is now the way an Ecuadorian hairdresser living in Ávila can send the euros that her niece needs to matriculate at University. Using her mobile phone, client to client. Her niece can immediately withdraw the money in dollars in the office in Riobamba, start her further education and improve her life. Quick and easy, at least for them.

For Western Union, on the other hand, this means managing large volumes of information travelling through various jurisdictions. Data which also needs special care and attention as they are money transfers. This is how the company became a global digital front-runner for cross-border payments and transfers.

Leadership, experience and the best service are all essential but not sufficient. Marketing intervened, letting the hairdresser know that she could count on Western Union when her niece needed support. That's where Adevinta comes in.



Western Union transatlantic cables and connections in 1900.
Library of Congress (USA).

2 The challenge: Finding Western Union's clients on the internet

Objective: pure performance.

Western Union asked Adevinta to help increase the number of online transactions in Spain as well as attract new customers to register on its digital platform. Those were the main KPIs.

Deadlines: the pandemic speeded up the process.

When Western Union started working with Adevinta 4 years ago, the plan was to enhance its online presence. The plan was long-term as their offices still had many loyal clients. That was the case until the pandemic arrived and emptied all their office at one stroke. The campaign then entered a new phase with much more urgency.

The challenge: finding customers.

Considering online privacy, it's easy to see the difficulty in finding people who are potentially interested in Western Union's services. They are mainly people from abroad originally (whether or not they have Spanish nationality) who regularly send money to their countries of origin. How do you find them amongst all the people out there?

3 Adevinta's segmented solution

With a reach of 52% and 18 million single users per month in Spain, Adevinta's web portals (Milanuncios, vibbo, InfoJobs, fotocasa, habitacalia, Coches.net and Motos.net) offered a sufficiently large and diverse audience. A necessary starting point for the process.



The key

Making increasingly refined segmentations on a large volume of users involved in relevant employment, motoring, housing and sale/purchase processes. It is a campaign in which affinity data has been especially important.



The implementation

The qualified data provided by Milanuncios and Adevinta, the differential value of first party data, was cross-referenced with advertising insertions in third party sites using a white list specially created for this case. A wide variety of advertising formats have been used, adapted to different devices with a wide range of creatives and messages. An example of high-precision audience extension.

The process produced results and as they became more effective so did Western Union's investment. The users who might be interested in their message were receiving it.

4 Conclusion: Attracting and maintaining clients

Thus there is a very technical process of advertising segmentation based on quality data which leads to the identification of a very specific target. When we direct this audience to Western Union, the users discover its solutions for money transfers fit their needs. First we attract them with a good advertising campaign and then retain them with great services.

That's why this performance success story merited recognition. Western Union sponsored Milanuncios Express, the free shipping service on transactions between individuals in the marketplace, for a month. This has been supported by banners, emailing and dissemination in social networks.



The sponsorship ties in with Western Union's mission, to serve as a bridge so that people can help each other economically without the physical distance between them mattering. All with its vocation to improve its service as and when technology allows.

5 Testimonials: We have seen great performance

“Adevinta have been great to work with for Western Union in Spain, we have seen great performance, especially since they expanded their targeting capabilities recently.”

Marco Bernabe, Marketing Manager, Western Union

Adevinta
Spain

“The campaign is performing nicely even though being measured with MF KPIs -that is quite interesting for a display player.”

Hannah Peterson,
Media Planner Buyer, Mediahub



A low-angle, upward-looking perspective of several modern skyscrapers against a clear blue sky. The buildings are rendered in a monochromatic blue color scheme, with their facades showing grid-like patterns of windows and structural elements. The perspective creates a sense of height and architectural scale.

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