Amperity & First Hawaiian Bank

Innovating advertising for faster, smarter campaigns

First Hawaiian Bank.

Long lead times & low accuracy

First Hawaiian Bank needed their paid campaigns to activate faster and increase the addressability of their first-party audience data.

Due to limitations with their existing ad onboarder they had a 26 day upload time to activate data. On top of taking nearly 4 weeks, this workflow relied on outdated identifiers and third-party data, which only returns match rates of 40-60%, a number that will continue to go down in a post-cookie world.

When re-evaluating the process they considered a contract with a new onboarder, but that would require a long vendor approval and contracting process, not to mention additional costs. Beyond that, First Hawaiian Bank had a vision of being a leader in developing a future-proof identity strategy.

Forging new connections

Working with Amperity, First Hawaiian Bank co-developed The Trade Desk direct connector, which uses Unified ID 2.0 as the anonymized matching identifier. This lets them activate paid campaigns on specific customer segments much more quickly and suppress audiences who don't apply (for example, not sending a credit card offer to customers who recently opened a new credit card).

Since the profiles making up the segments are kept up-to-date through the bank's unified customer data foundation with Amperity, the downstream data in The Trade Desk can make more accurate matches. All of this lets First Hawaiian Bank be more agile while still maintaining accuracy.

Improvements across the board

First Hawaiian Bank quickly saw substantial improvements in several key metrics — check out the stats to the right.

Beyond that, they avoided having to manage and pay for another vendor relationship, and provided an example in the industry as pioneers and co-developers for this powerful new connector.

> "I remember getting the first email after our first segment launched, and match rates were off the charts. Now that we can basically **connect directly with any channel** that we're looking to activate with the platform, we're more nimble and can engage with our customers in a more effective way."

Bill Weeshoff,
Senior Vice President, Marketing
First Hawaiian Bank

>90%
Match rates

+92%
Faster activation

+94%
Avg. audience addressability across multiple segments