

Personalized Video Drives Pensions and Interactive Engagement at BBVA

Highlights

A leading banking institution in Spain, BBVA, was able to use personalized video to dramatically increase business engagement and the adoption of new products with existing customers. Results show a 22% increase in message open rates and a 55% increase in video completion rates.

Company Background

BBVA is the contemporary iteration of the first, oldest and longest-lasting bank in Spain, Banco de Bilbao and was born out of the merging of that original historic bank and several contemporary counterparts. Currently BBVA operates in several countries spanning multiple continents. [BBVA has a ROE of 5.4 and a Net attributable profit of 1.702 million euros.](#)

The Challenge

BBVA was looking to motivate people to save more for retirement and to be more involved in financially planning for their future. Their customers had the basics of saving mastered but BBVA wanted to encourage them to do more and to do it digitally via the tools that the company had developed to help its customers with their money management. BBVA's goal was to increase digital services adoption using several different campaigns.

The Solution

The first was personalized videos, the second was Insight desk, an onsite desk offered to bank visitors for online assistance, training, show them how to navigate bank portal, kick off digital bank service. They created their Future Self video from the perspective of their retired customer thanking the present them for saving for retirement and took it one step further, creating two separate videos. One video featured a man talking to his younger self and one featured a woman talking to her younger self.

Results/Expectations

The personalization of the videos and the introduction of Insight desk dramatically exceeded expectations. More than 75% of recipients messaged watched the video to completion, which was far more than had been estimated. This resulted in a 78% increase in retirement savings. After witnessing great success of project, added five more worldwide, global expansion to US and Mexico.

BBVA Recommendation

[From a recent press release](#): “Based on the success of the pension fund campaign, Idomoo has developed a video template for insurance companies that enables them to easily build their own personalized video campaign, cutting down on production costs and reducing time to market.”