

How J.P. Morgan Chase UK Gained 184,000 New Users In Just 3 Months

See The Sample

Click [HERE](#) to see the type of vertical content that helped Chase UK capture 184,000 new users in just 3 months

Identifying An Approach

Mavl identified Instagram, TikTok, and YouTube Shorts as ideal platforms for targeting millennials and Gen Z with vertical content advertisement.

A Relatable Approach

Mavl created a relatable script and voice-over that balanced casual, calming language with a slightly corporate tone.

Data Driven Decisions

The ad campaign was optimized for visibility and engagement, ultimately reaching 2,000,000 people and converting 184,000 sign-ups.

Key Results

New users that signed up for Chase UK in first 2 months

184,000

People who saw the ad on their social media feed

2.3M

Increase to view duration compared to Chase's previous vertical content advertisements

85%