

ROCKET

MONEY

Repeat campaigns.

Stronger response.

How a relatable subscription story evolved across repeated creator campaigns and how the audience response changed over time.

866,952

SUMMED STORY VIEWS

1,759

LINK CLICKS

+792%

JAN → AUG CLICK GROWTH



The campaign in one sentence

The objective stayed familiar; the creative system became more intentional.

3

CAMPAIGN FLIGHTS

1,759

TOTAL LINK CLICKS

4,978

TOTAL INTERACTIONS

866,952

TOTAL SUMMED VIEWS

ROLE

**Script development · creator-native messaging ·
Story sequencing · CTA refinement ·
repeat-campaign analysis**

CASE STUDY QUESTION

What changed between “getting attention”
and giving the audience a reason to click?

The challenge

Explain a financial-management app repeatedly without making it feel repetitive.

THE RISK

A familiar sponsor formula can become background noise.

- Product-first explanation
- Repeated talking points
- CTA before the audience feels the problem

THE OPPORTUNITY

Start with a money problem the viewer already recognizes.

A subscription charge is an instant tension. Rocket Money can enter as the relief not as the lecture.

AUDIENCE INSIGHT

The product was never the hook.

The recognition was.

CORE HOOK

“Bestie. We need to talk... what’s this charge?”

WHY IT WORKS

It creates a social situation before it creates a product explanation. The viewer can recognize the problem even before Rocket Money is named.

Creative principle: recognition → curiosity → relief → action

Script logic

The language does different jobs in sequence; it is not just a list of features.

01 TENSION

“Bestie...” creates a relationship and a problem.

02 CURIOSITY

The charge question creates an information gap.

03 REVEAL

Rocket Money enters as the answer to the tension.

04 PROOF

Features are introduced through the problem they solve.

05 RELIEF

The creator reframes the app as control rather than judgment.

06 CTA

The viewer gets a clear next action.

Shot-list logic

Every shot exists to move the viewer from recognition to proof to action.

01 **FACE / REACTION** Anchor the social tension. Let the hook feel like a conversation.

02 **CHARGE / CONTEXT** Show the money problem visually so the audience immediately understands it.

03 **APP / PROOF** Move from “I have a problem” to “there is a tool for this.”

04 **FEATURE DETAIL** Show the relevant function only when it solves the problem on screen.

05 **CREATOR RESPONSE** Return to the creator so the information still feels human.

06 **CTA FRAME** End with the action, keeping the path visually obvious.

January · baseline

The first documented flight establishes the starting point for the repeat partnership.

142,882

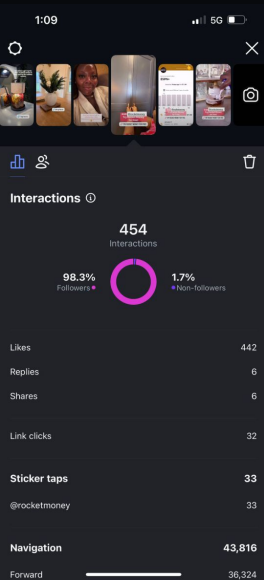
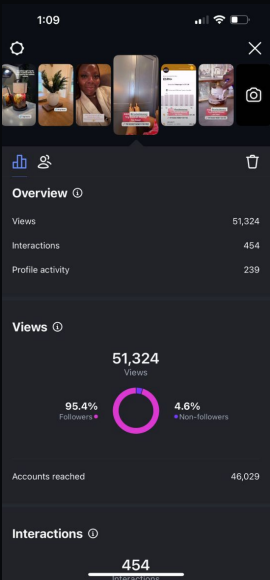
SUMMED STORY VIEWS

121

LINK CLICKS

960

INTERACTIONS



WHAT IT TELLS US

Attention existed, but the clickable action was still a relatively small part of the response.

The native screenshots show 51,324 views / 454 interactions / 32 link clicks on frame 1 and additional frame-level results that roll into the documented January totals.

May · the system gets stronger

More than twice the January view volume, with a much stronger click response.

293,858

SUMMED STORY VIEWS

559

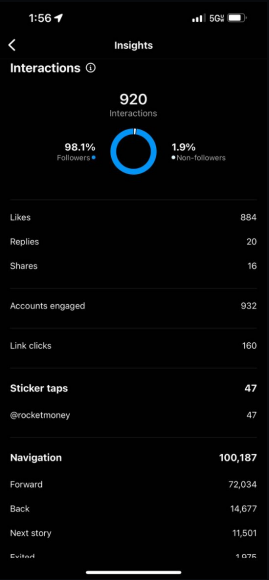
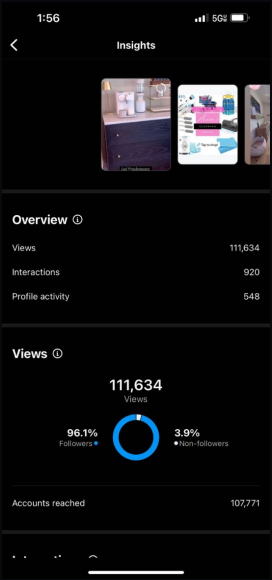
LINK CLICKS

1,877

INTERACTIONS

0.190%

CLICK RATE*



CASE-STUDY READ

Click rate rose from 0.085% to 0.190% about 2.25× the January rate.

The change suggests the Story sequence was becoming more effective at getting viewers from content into the shopping path. It does not prove a single edit caused the lift.

August · highest click response

The later documented flight produced the strongest click volume and click rate of the three.

430,212

SUMMED STORY VIEWS

1,079

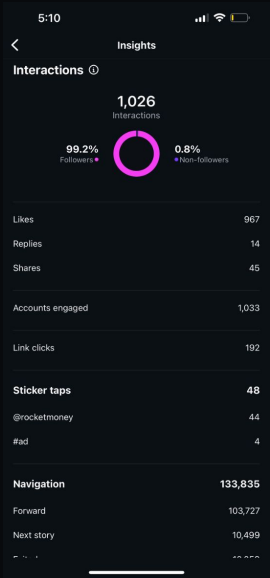
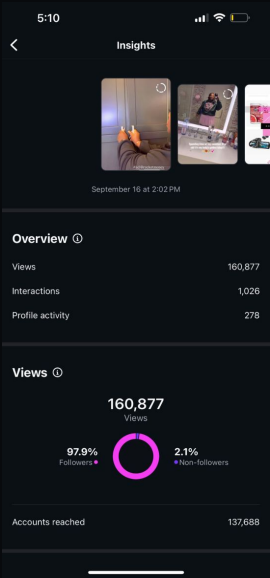
LINK CLICKS

2,141

INTERACTIONS

0.251%

CLICK RATE*



CASE-STUDY READ

1,079 clicks on 430,212 summed views produced the highest documented click rate.

The native evidence shows 160,877 views / 1,026 interactions / 192 link clicks on one August frame; the total above combines the three documented August frames.

The performance progression

+196%

RELATIVE CLICK-RATE LIFT · JAN → AUG

+792%

LINK-CLICK GROWTH · JAN → AUG

+201%

SUMMED VIEW GROWTH · JAN → AUG

What changed creatively?

The evidence supports a progression in action-taking; the creative rationale explains the system behind it.

- | | | |
|----|----------------------|--|
| 01 | RECOGNITION | Start from a charge or subscription tension that feels personally familiar. |
| 02 | RELIEF | Introduce the app as the solution to the tension rather than opening with product mechanics. |
| 03 | PROOF | Use the app screen only where it answers the question raised by the hook. |
| 04 | ACTION | Make the link destination feel like the natural next step, not a hard stop. |
| 05 | REPEATABILITY | Keep the same relationship-driven world while refreshing the scenario and opening. |

My contribution

The value was in the translation layer between brand objective, creator voice, and measurable action.

SCRIPT DEVELOPMENT

Built creator-native framing around the audience's own money tension.

CREATOR DIRECTION

Protected conversational delivery while keeping the campaign message clear.

REPEAT-CAMPAIGN ANALYSIS

Used the documented performance progression to identify what deserved to be repeated or tested next.

SHOT PLANNING

Mapped the story so each visual reinforced the line being spoken.

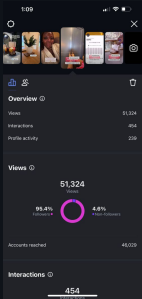
CTA REFINEMENT

Connected the story payoff to a concrete next action.

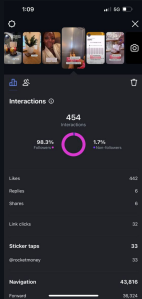
Campaign work completed through Operation Niki.

Native evidence

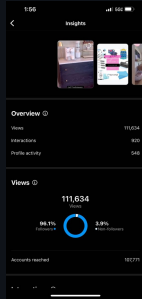
Original Instagram Story Insights were the source of the performance story.



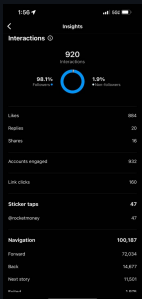
JAN · OVERVIEW



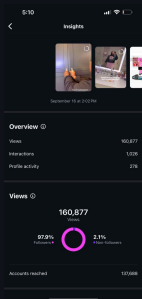
JAN · INTERACTIONS



MAY · OVERVIEW



MAY · INTERACTIONS



AUG · OVERVIEW



AUG · INTERACTIONS

Make the problem

recognizable.

Make the action
worth taking.

That is the creative system I carried forward across repeat campaigns: creator-native tension, visual proof, a clear payoff, and a CTA that earns its place.

ROCKET MONEY

January

→

May

→

August

Documented progression
866,952 summed views
1,759 link clicks