

Finance Case Study

CREDIT UNION

CONTEXT



CAMPAIGN LENGTH

Three months



GEOGRAPHY

Midwest U.S.



INVESTMENT

\$333,000



SOLUTIONS

Facebook, Display, Video,
Search Engine Marketing (SEM)

OBJECTIVE

The objective was to promote the credit union's diverse products and offerings, drive account openings, and generate high-quality leads. To do this, a full-funnel, cross-channel campaign was leveraged.

KEY PERFORMANCE INDICATORS

1,330

Apply now clicks

1,324

Schedule an
appointment
clicks

1,207

Google search
branch visits

10MM

Impressions

PRODUCT SELECTION AND STRATEGY

- Campaigns were segmented into prospecting and lower funnel tactics, allowing targeted focus on relevant KPIs and emphasizing CTR and reach.
 - We focused on lower funnel tactics, prioritizing lead volume and optimizing cost per action.
- We customized creative assets and advertising copy for each performance goal and product, testing multiple variations and formats to ensure optimal performance and adherence to digital marketing best practices.
- We tailored the advertising copy to the landing page content, added high-quality creative to boost click-through rates, organized advertising groups by keyword theme, and performed monthly optimizations to enhance campaign performance.
- Our team used product-specific conversion tracking pixels to measure each campaign's performance accurately.