

Regional Bank Increases Brand Awareness With Custom Campaign Execution

OVERVIEW

A regional bank partnered with Strategus to increase brand awareness among users who were upwardly mobile, flourishing families, and considered wealth achievers and financial elites. Strategus applied custom advertising strategies and structured this approach across all aspects of the campaign from geography, audience, device targeting, and attribution. Over the first 4 months of 2023, the bank received **507,472 overall web visits**, **8,903 Search attributions through Google**, and **31 Home Lending Lead Form submissions**.

OBJECTIVE

- Increase Brand Awareness in Target Markets
- Drive In-Person and Online Traffic

STRATEGY

The 2023 campaign was split into 3 tiers for geographic targeting, scaling it for the largest DMAs, medium-sized DMAs, and smaller DMAs. The campaign leveraged a custom, layered **audience** targeting strategy that included custom Claritas Financial **P\$YCLE** data segments, relevant 3rd party financial data segments reaching users who are in-market for home loans, refinancing, auto loans, auto refinancing, personal banking, home equity loan, and new credit cards, and finally, website retargeting.

Strategus implemented a Cross Device Retargeting Strategy into the campaign to help drive increased engagement, site visits, conversions and brand lift. The client target audience was first served ads on Connected TVs (CTV), and then those same users were served Online Video and Display ads on other, clickable devices to increase performance.

To measure the results, a multi-touch attribution strategy was implemented to measure offline and online activity including website visits, button clicks, form fills, in-person bank visits, Search & Social Conversions, and Brand Awareness Lift Studies. Brand Awareness with their exposed group **increased by 4.4%** in the first 4 months of 2023.

KEY RESULTS

 **8,903**
Search Attributions

31 
Home Lending Lead Form Submissions

 **+4.4%**
Brand Awareness Lift