

INDUSTRY: Banking and Finance

GOAL: Drive Traffic to New Branch Location

New Credit Union Branch Location DRIVES DEPOSITS WITH STRATEGUS

49,704
 WEBSITE
 VISITS

\$2M
 IN DEPOSITS
 WITHIN 1 WEEK
 OF THE LAUNCH

96%
 VIDEO
 COMPLETION
 RATE


OVERVIEW:

A regional credit union opened a new branch in a rural area and needed to drive awareness for the new location. They chose to incorporate a Connected TV (CTV) and display strategy to highlight a promotion for new customers and drive traffic into the branch.

THE CHALLENGE:

The Credit Union was concerned that organic traffic to the new branch would not bring the required number of customers to the location and needed to find a way to drive awareness and deposits from new customers. A promotion was launched to drive traffic into the new location—customers would earn a 6% interest rate on Certificates of Deposit of up to \$20,000.

THE SOLUTION:

Strategus suggested a multi faceted approach—first, run Connected TV (CTV) ads targeted towards the desired audience to build awareness, followed by a retargeting strategy to serve display ads to customers who had previously viewed the CTV ads. The Encore display retargeting strategy allowed the client to increase the frequency for their messaging and push viewers down the sales funnel to take action on their website. A pixel was placed on the website homepage to measure site traffic attributed to the campaign and the credit union kept track of all new deposits generated.



THE SUCCESS:

The campaign produced **astounding results by delivering 49,704 website visits. Within 1 week of launch the Credit Union secured \$2,000,000 in new deposits—exceeding expectations.**

\$2,000,000
 IN DEPOSITS
 within 1 week of launch

\$7,000,000
 IN DEPOSITS
 within 1 MONTH of launch

49,704
 WEBSITE VISITS—
 a 15.96% attribution rate

96%
 VIDEO COMPLETION RATE

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