

**INDUSTRY: Finance****GOAL: Build Brand Awareness, Increase Site Visits and Foot Traffic to Branch Locations**

# Regional Credit Union

## BUILDS BRAND AWARENESS WHILE INCREASING SITE VISITS AND FOOT TRAFFIC WITH STRATEGUS

**2,158**  
 CLICKS

**72,983**  
 POST-VIEW  
 WEBSITE  
 VISITS

**4,690**  
 CREDIT UNION/  
 FOOT TRAFFIC  
 VISITS
**OVERVIEW:**

A Regional Credit Union wanted to reach potential new credit account prospects within their desired consumer segments while building brand awareness. The Credit Union partnered with Strategus to run an 11-week CTV brand campaign to increase awareness among target consumers, and to identify and reach potential new credit union account prospects within two key markets.

**THE CHALLENGE:**

The Credit Union was accustomed to running more traditional linear TV media with limited digital advertising and struggled to find a media partner that could integrate their seven desired P\$YCLE audience data segments (a segmentation system classifying every U.S. household into one of 60 consumer segments based on income producing assets) in an effective manner. Would Strategus really be able to help them reach their desired audience while building brand awareness?

**THE SOLUTION:**

Strategus' hypertargeting capabilities enabled the client's ads to reach prospective credit union customers across several lifestyle segments within zip codes surrounding their branch locations in two key growth markets. To build awareness and generate foot traffic to branch locations, the 11-week flight used a blend of P\$YCLE segments, CTV Website Retargeting, Encore Video Omnichannel RT, and Encore Display Retargeting. Let's break down the tactics:

- To reach the right audience, Strategus utilized seven P\$YCLE Premier Segments, some of which included New Nests, Paying it Down, New Money, and Fiscal Rookies.
- This campaign utilized Strategus' Encore Omnichannel strategy to retarget users who previously viewed the client's CTV ad with a "clickable" ad on one of their devices (desktop, laptop, smartphone, tablet), encouraging them to visit the client's website and take action.

**THE SUCCESS:**

Strategus incorporated Post-View Website Visit Attribution to track users who had direct engagement on the company site after ad exposure. In just 11 weeks, Strategus tracked 2,158 clicks and identified 72,983 post-view site visits (targeted consumers who were exposed to the credit unions ad and later visited the website). The campaign also generated 4,690 credit union foot traffic visits (targeted consumers who were exposed to the client's ad and later visited an actual credit union branch location).

**2,158**  
 CLICKS

**72,983**  
 POST-VIEW  
 WEBSITE VISITS

**4,690**  
 CREDIT UNION/  
 FOOT TRAFFIC VISITS

 connect@strategus.com  
 720.259.0482