Financial Services Company

Case Study

choozle

Financial services companies must evolve their marketing strategies in order to stay in front of their core audience. As competition increases and technology changes, there are new challenges they must overcome. Consumers don't always want technology to replace traditional providers. While many transactional services have migrated to digital channels, a report found that seven out of ten executives still prefer physical branches. A national financial services company overcame these challenges with a digital advertising strategy that leveraged private marketplace (PMP) deals to drive brand awareness and visitors to their physical locations.

Key Results

Lowered CPA by 6X

20% increase in foot traffic

The Objective

- Leverage private marketplace deals to reach high-value inventory
- Use offline attribution to track the performance of digital campaigns driving in-store visits
- Implement ongoing campaign optimization by using real-time bidding (RTB)

The Solution

A national financial services company sought to use digital advertising to expand their brand awareness in a highly competitive financial services space and drive consumers to visit physical branches. The goal was to explore how they could stay competitive by augmenting their existing strategy with digital marketing.

As a solution, the national financial services company leveraged private marketplace deals to reach their core audience on financial and news-related content. They also included first- and third-party audience targeting to ensure that premium PMP strategies were still on target. Additionally, the financial services company used offline attribution to measure how effective their digital advertising strategies were at driving consumers to visit their physical locations. Throughout the campaign, they were able to further optimize their performance by adjusting bid parameters for time of day, browser, geolocation, and operating system.

The continued optimization for the overall campaign strategy was so strong that the national financial services company achieved a drastically more efficient cost per acquisition (CPA) by using dayparting data. They were able to achieve a CPA six times lower by optimizing around the times that performed best. More importantly, they were able to attribute a 20% increase in foot traffic to their physical locations, which in turn increased the number of people signing up for new checking accounts.