

Case Study

Financial Institution



Industry: Finance

Product: Mobile Geofencing, Registered Walk-ins, Digital Audio



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\$17.79

Cost-Per-Walk-In

0.26%

CTR

281

Walk-Ins

342,740

Impressions

ABOUT THE CLIENT

A highly reliable bank that's been operating successfully since 1927. They are known for their excellent customer service and have over 50+ branches in the North East.

CHALLENGES



Insufficient Data



Inaccurate Targeting



Lack of Visibility

SOLUTIONS



Mobile Geofencing



In-Market Audience Data



Digital Audio

CHALLENGE

This bank was looking to penetrate a new customer segment, with the ultimate goal to increase the total number of new checking accounts opened up in their 50 branch locations. Their research indicated that young adults entering the workforce were an untapped market with great opportunity, so they chose to specifically reach millennials with hyperfocus.

The client had faced challenges with digital marketing in the past including a lack of measurable results and limited visibility into performance. While they were looking for a new agency to meet their goals, they came in contact with us. Measuring Walk-in traffic became one of their critical requirements to determine campaign success.

OUR PROCESS

Our account management team quickly onboarded in a matter of days, gathering all campaign requirements. We collected and compiled all store locations into our systems to begin mapping out geofences. For each of the 50 bank locations, we placed a custom geofence with a radius of 3 miles. We worked closely with their creative team and provided consultation to make sure the copy and creatives appropriately communicated to their target audience.

On top of geofencing, we added an additional layer of targeting using In-Market Audience data to target individuals that are most likely to open a bank account. This data is aggregated from multiple sources including demographics, behavioral, and competitor data. This ensured our targeting was set to narrowly focus on our key category, removing areas of potential ad waste. During the campaign, we also incorporated event targeting of local concerts and festivals that were likely to draw millennials.

We served 342,740 impressions through the course of this campaign. Using our walk-in technology, we were able to track 281 actual bank visits that were directly attributed to their digital ads, at a rate of \$17.79 Cost-Per-Walk-In.

RESULTS

\$17.79

Cost-Per-Walk-In

0.26%

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Impressions

THE DEMAND LOCAL DIFFERENCE



WHITELABEL SOLUTION

Scalable marketing service that can go up or down based on your needs.



FULL-SERVICE MARKETING

Multichannel digital marketing service that includes display, search, inventory, social media, CTV/OTT, video, and digital audio.



ADVANCED REPORTING

Tailored reporting unique to each client with a custom breakdown that includes demographic data.



WALK-IN ATTRIBUTION

Accurately measure the actual store visits using our proprietary technology, from ad impression to store walk-in.



LIGHTNING FAST ONBOARDING

Minimal setup cost and onboarding timeline to get your campaigns up and running in no time.



MEDIA & TECHNOLOGY PARTNERS

Access to a wide network of industry-leading media and technology partners.



INSTANT SUPPORT FOR TROUBLESHOOTING

Dedicated team of experts to provide full support and resolutions with the utmost attention

**100+**

Agency Partners

**2000+**

Clients

**100,000+**

Store Walk-Ins

[Schedule a free Strategy Session](#)