

# banks near me case study

6 Month  
Performance Review



**challenge**      **Low Brand Awareness in Communities**

**solution**      **Generating Local Awareness**

Develop an online marketing mix within a 5-mile radius around each location to drive in-store traffic. The campaign also incorporates a brand awareness strategy to strengthen local engagement and community presence.

The campaign successfully generated 7,657 in-store visits, along with 13 completed applications— an unexpected but welcome outcome. Additionally, the campaign achieved an impressive 48,215 website visits, effectively boosting brand visibility in the targeted area.

**7,657**  
STORE VISITS

**48,215**  
WEBSITE SESSIONS

**9,038**  
CONVERSIONS

**18.75%**  
CONVERSION RATE

18 out of 100 people converted into an application

**13 Completed Applications**

## Let's talk.

We help smart banks win in the attention economy.