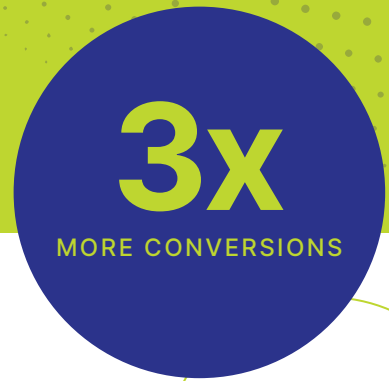


business checking case study

9 Month Performance Review



challenge **Expand Business Checking Leads and Convert on Qualified Applicants**

Putting flexibility into consumers' hands.

solution **Top-of-Mind Messaging, Top-Tier Solutions**

Our team deployed targeted messaging across Paid Search, Meta, Doppio® Display, Retargeting and Connected TV to customers in search of business checking accounts.

The results? Our FLA-compliant ads generated 5,780+ unique pageviews, converting on 876 consumers via form fills and calls. This breaks down to a 15% conversion rate and cost-per-lead less than \$26 for the client.

Through our strategy.performance.results mindset, we generated 263% more leads for the client, all at a lower cost than their competitors.

5,780+

UNIQUE PAGEVIEWS

876

CONVERSIONS*

<\$26

COST-PER-LEAD

15%

CONVERSION RATE

4.17% Industry Average (Google)

**94% of all online conversions
came from mhp.si**

We help smart banks win in the attention economy.

65% overall savings with mhp.si