

# credit card case study

6 Month Performance Review

# 4x

MORE CONVERSIONS

4.17% Industry Average Conversion Rate

# \$77.77

2023 Finance Industry Performance Benchmarks (Google) Cost-Per-Lead

## challenge Amplify Outreach and Generate Credit Card Applications

Stopping users' swipes with key messaging.

## solution Proven Strategies Deserve Credit

Our team utilized Paid Search, Meta, Doppio® Display, Retargeting and Connected TV to stand out from the crowd for consumers looking to open a credit card account.

Our campaign resulted in 11,015+ unique pageviews and 5,605+ leads (application starts, form fills and calls). Our cost-per-lead was just \$7.50 and cost-per-conversion \$45. The national average cost-per-lead is \$77.77.

We generated 58% more applications and a 17% conversion rate for the client in only six months, all thanks to our strategy.performance.results mindset.

### 11,015+

UNIQUE PAGEVIEWS

### 5,605+

LEADS

application starts, form fills & calls

### 17%

CONVERSION RATE

4.17% Industry Average (Google)

### \$7.50

COST-PER-LEAD

application start

### \$45

COST-PER-CONVERSION

completed applications

17 out of 100 people converted into an application

## We help smart banks win in the attention economy.

58% More Applications. Less Cost.