

heloc case study

6 Month Performance Review

3x
MORE CONVERSIONS
188% More Applications with mhp.si

challenge Promote Awareness Around and Create HELOC Loan Applications

Helping establish value for homeowners and the financial institution.

solution Investing in a Performance Marketing Mix

Our campaign used Paid Search, Meta, Doppio® Display, Retargeting and Connected TV vehicles to reach HELOC candidates with targeted messaging.

This generated 11,400+ unique pageviews with 1,399 conversions (online application, form fills and calls) – a 12% conversion rate and 188% lift-in-conversion rate compared to the national average of 4.17%.

More impressive was the fact that we did at a cost-per-lead that was 50% less than the national average of \$71.44. All thanks to strategy.performance.results.

\$67.68

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

11,400+

UNIQUE PAGEVIEWS

1,399

CONVERSIONS*

<\$36

COST-PER-LEAD

12%

CONVERSION RATE

4.17% Industry Average (Google)

43% of all online conversions came from mhp.si

We help smart banks win in the attention economy.

51% overall savings with mhp.si