

premium checking case study

6 Month Performance Review



challenge **Generate Growth in Premium Checking Applications**

Maximizing ROI and consumer opportunity.

solution **strategy.performance.results.**

Our performance marketing mix consisted of Paid Search, Meta, Doppio® Display, Retargeting and Connected TV vehicles to target consumers in search of premium checking accounts at any stage of their consumer journey.

This generated 13,350+ unique pageviews with 3,425 conversions (online application, form fills and calls) for the client. This was 648% more leads in just six months, at a \$12 cost-per-lead.

With strategy.performance.results. at the wheel, mhp.si reached a 26% conversion rate. That's 26 out of 100 people converted into an application – a big win.

13,350

UNIQUE PAGEVIEWS

3,425

CONVERSIONS*

\$12

COST-PER-LEAD

Application Starts, Form Fills, & Calls

26%

CONVERSION RATE

4.17% Industry Average (Google)

26 out of 100 people converted into an application

We help smart banks win in the attention economy.

648% More Application Starts. Less Cost.