

student checking case study

3 Month Performance Review

4x
MORE CONVERSIONS

61%
savings with mhp.si

challenge **Generate Student Checking Account Interest and Leads**

Showcasing opportunity and potential.

solution **Family-Driven Solutions, Maximum Reach**

Our team established a strategic, performance marketing mix of Paid Search, Meta, Doppio® Display, Retargeting and Connected TV to reach parents and teens searching for more information on student checking accounts.

This generated 3,900+ direct web sessions and 717 conversions (completed applications and calls). This means that 18 out of every 100 people converted on our campaign, resulting in a cost-per-lead less than \$29.

Exclusive Tracking for Completed Applications

With strategy.performance.results at the wheel, mhp.si helped the client see 337% more completed applications over just three months and 99% of all online conversions came from mhp.si ads.

3,900+
SESSIONS

717
CONVERSIONS*

<\$29
COST-PER-LEAD

18%
CONVERSION RATE

4.17% Industry Average (Google)

99% of all online conversions came from mhp.si

We help smart banks win in the attention economy.

337% More Applications. Less Cost