

BANK EXCEEDS GOAL BY LEVERAGING THE POWER OF TARGETED PROGRAMMATIC ADS

CLIENT

Regional Bank

CAMPAIGN DATES

6 month campaign

OBJECTIVE

The client wanted to increase awareness of the bank, drive traffic to the website, and schedule new mortgage and/or refinance appointments.

CHALLENGE

The challenge was to achieve all the goals within one holistic campaign.

SOLUTION

We recommended Admix to reach their target audience with display + Facebook/Instagram + YouTube under a single budget. Implementing a budget based campaign allowed us to optimize spend towards the best performing channel.



RESULTS

The bank **gained a 48% increase in new user website traffic** and served over 1 million impressions over the course of the campaign.

KEY FINDINGS

Before the campaign, the bank was behind in pacing for their mortgage product. By year end, they had exceeded their goal. The bank was able to drive quality website traffic by delivering targeted programmatic advertising.